

AMERICAN ARTISAN and Hardware Record

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MILCOR SPANISH METAL TILE

*—the Roof you can
afford to Recommend!*

THROUGH the supreme service Milcor Titelock Roofs have rendered to users and through publicity we have broadcast on the advantages of this roofing, wide recognition has been gained in favor of Milcor Spanish Metal Tile, American Metal Tile, Metal Shingles and Slate.

You can cash in on this demand. Follow up every building operation in your territory. Offer to submit comparative prices. Explain the superior features of this high grade, practical, artistic roofing.

You can sell this roofing for every type of structure from individual homes to hotels and public buildings. We shall be glad to aid you by preparing Lump-sum estimates or Quantity Surveys, including proper trimmings, and we shall be glad to prepare erection blue prints wherever required. No obligation to you or to the builder.

Keep this service in mind. It is helping to land business for other dealers. You are entitled to your share. Go after it.

You Can Afford to Recommend Milcor Products

MILWAUKEE CORRUGATING COMPANY

Milwaukee, Wis. Chicago, Ill. Kansas City, Mo. La Crosse, Wis. Minneapolis, Minn.



—lay it flat and it
locks. All nails and
nail holes covered by
overlapping tile.

No special tools required.
Hook the flange into the
groove of tile preceding.
then—

Milcor Titelock Roofing in-
cludes Spanish Metal Tile,
American Metal Tile, Art
Metal Shingles and Metal
Slate—a style suitable for
every type of structure—all
embodying the famous
Titelock feature.

A Good Reputation

The men who install heating apparatus are very careful to guard the interests of their customers. They are in business, not just for a day, a week or a month, but for a lifetime, and they know the value of fair dealing as a business asset.

The Richardson "Perfect" Warm Air Heater has a good reputation. It is *correctly* rated. When you install a Richardson "Perfect" Warm Air Heater in a home you can be sure that it will maintain an even temperature of 70° with the *minimum* amount of fuel, even on the coldest days.

The Richardson "Perfect" Warm Air Heater will live up to *your* reputation as a heating expert.

RICHARDSON & BOYNTON CO.

NEW YORK, 260 Fifth Ave.
DETROIT, 4472 Cass Ave.
BUFFALO, Jackson Bldg., 220
Delaware Ave.
CHICAGO, 3639 to 3645 S. Ash-
land Ave.

Manufacturers of
"Richardson" "Perfect"
Heating and Cooking Apparatus
Since 1837

BOSTON, 60 High Street
PHILADELPHIA, 1308 Arch St.
PROVIDENCE, 58 Exchange St.
ROCHESTER, Rockwood St.
NEWARK, 593 S. 21st Street.
(Irvington) DOVER, N. J.



We have prepared a series of very attractive books giving complete information about Richardson "Perfect" Warm Air Heaters. Write for a supply and distribute them among your prospects. We can suggest some good ways of getting best results with them.



Richardson "Perfect" Warm Air Heater

Founded 1880 by Daniel Stern

Published to Serve
the
Warm Air Furnace
Sheet Metal, Stove
and
Hardware Interests

AMERICAN ARTISAN and Hardware Record

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THE CIRCULATION OF IDEAS

MAKING MEN proud of their work never cuts production or diminishes quality. But constant drain of their sense of fulfillment does that very thing.

YOU HAVE ONE excellent way to make your superintendent or your foreman or one or a group of your workmen proud of their work. The way is this:

SUPPOSE in your organization there has been solved one of the constant problems that always accompany construction. The problem may be nothing more than some new way of placing a machine so that production is increased. Or the problem may have been the expeditious repair of equipment. One hundred and one thousand possibilities present themselves.

NOW IF YOU will write the occurrence in a letter to the editor of AMERICAN ARTISAN AND HARDWARE RECORD and send a picture if possible, the event can be given publicity. It will be interesting to other contractors and their forces, and it will create a spirit in your own organization that will help wonderfully in getting results.

ALPHABETICAL INDEX AN DCLASSIFIED LIST OF ADVERTISERS, Pages 44-46-48.

This INTERNATIONAL BARONET Furnace Has a Lot of Real Selling Points



IT is attractive and businesslike in appearance. That helps some, because first impressions count. Your customer will pick this out on your floor. You can go over the furnace in detail and convince him that the value, material, and workmanship are there.

Call his attention to the following good features:

One-piece Cast Radiator
Corrugated Firepot and Combustion Chamber
Economical in Fuel Consumption

Large Double Feed Door
Low Enough for any Cellar
Deep, Roomy Ashpit
Conveniently Placed Humidifier

Catalog No. 1270-A explains the heater in a non-technical way—also tells the prospect why he should buy his heater of you instead of a mail order house.

Send for your copy and also give us your customer's name so we can mail him one.

INTERNATIONAL HEATER COMPANY

UTICA, NEW YORK

Chicago
1933-35 Wentworth Avenue

New York
Fisk Bldg., Broadway and 57th Street

Nashua, N. H.
110 Chestnut Street

Cleveland
1441 Davenport Avenue N. E.

Rastus Got Caught in the Chicken Coop and His Alibi Was N. G.



ERASTUS George Washington Joseph Jefferson Abraham Lincoln Jones was caught by the village constable under circumstances that were at least suspicious—he had just broken the padlock on a chicken coop.

Brought up before the justice of the peace, the colored gentleman with the illustrious and many names was at first at a loss to explain how he happened to be in the chicken coop, but finally produced this very unique explanation:

"Well, Judge, I was just a-testin' mah will power."

We do not usually indulge in anecdote telling on this page, but Erastus' answer fits in so well with the "explanation" which was given over the 'phone to the Editor by a gentleman who carries the heavy title of Publicity Director of Harris Brothers, the concern whose advertisements in recent issues of the "Chicago Sunday Tribune" are discussed on pages 17 to 21 of this number of American Artisan.

His "explanation" was nothing more or less than a "passing of the buck" to the manager of the heating materials department and did not explain at all the clumsy attempt apparently to rectify the misstatement published in the two issues of the newspaper referred to heretofore.

One of the manufacturers of furnaces to whom we wrote about this misstatement confirmed our impression that we were right and that Harris Brothers were wrong about the matter of a price advance, but he also expressed a desire to know how we were going to stop the concern from continuing to publish the misinformation.

Of course, we cannot guarantee performances of any mail order house, but the gentlemanly "Publicity Director" informed us that the section of their advertisement to which we objected "would be entirely rearranged so that the erroneous impression which might have been created by them would no longer be possible."

So far so good—

But—

Even supposing that Harris Brothers do live up to the promise of their Publicity Director, the fact remains that they were caught in what looks like a bald attempt to create a false impression for the purpose of increasing their business.

Therefore, our advice to our readers is that they stay on the ground and do not get excited whenever a prospect happens to tell them that he can buy the same thing for so and so much less from a mail order house or a so-called "direct" seller.

Find out just what it is that the prospect thinks he can buy and what it really is when delivered.

Then it is an easy matter to sell him what you want to sell, for—

There isn't a hardware, or a store merchant, or a furnace installer, or a sheet metal contractor who is really worthy of his salt who cannot give better value to the people in his community than any mail order house and make a fair profit.

For example refer back to the article which appeared on page 17 of our July 26th issue and in which the experience of one of our Chicago subscribers is related, pertaining to a sale of a warm air furnace that he made in competition with another mail order house.

Know what you sell—and know what the other fellow is trying to put over.

Random Notes and Sketches.

By Sidney Arnold

Bill Lamneck, at whose "tinshop" the smoker was given to the Ohio Sheet Metal Contractors during their recent convention, also provided a hot fire speaker in the person of a man introduced as "Dusty" Miller. He talked so fast that the reporter's pencil caught fire trying to keep up with him, but he said a lot of things that were really worth while, and after it was all over and he had gotten back home he wrote the following letter to Bill:

MY FRIEND:

Just home from the trip, and before I get my hat off I want to tell you this—just as warmly as a cold typewriter can phrase it:

That was a mighty fine bunch of fellows, old man—I never met any finer in my life.

I shall never forget the bunch and your fine treatment of me, and this is what I want to say:

If you or any of that bunch from any place, at any time, ever want me to do anything, all you have to do is to whistle, and before the pucker gets off your mouth I'll be right at it, for I am

Your friend,

DUSTY MILLER.

In order that others who are looking for "pep" speakers that really say something may know where to find "Dusty," I am giving his name and address herewith:

Thurman Miller, Editor and President, the *Daily News-Journal*, Wilmington, Ohio.

* * *

Next time you see Ralph Blanchard ask him how many sharks he caught near Martha's Vineyard, Massachusetts, where he has been splurging around among the rich and near rich. I had a post card from him the other day, on which he told me that he had been out shark fishing and what a great sport it was, but he did not offer any information as to how many man eaters he had hooked. They tell me

that shark's meat is fine and also that you can use the hide for shoe leather, so probably we shall hear more on the subject when Ralph comes around to sell a car of H. & C. registers.

* * *

George D. Weaver, New York salesman for the Torrid Zone furnace people, almost got himself twisted up in a knot the other day trying to find out the name of a certain street in Syracuse.

He was walking along with C. H. Schechter, the Eastern Salesmanager of the Company, when all of a sudden he remembered that he had forgotten the name of the next street south.

A young lady was approaching—the only other person in sight—and very politely Brother Weaver tipped his hat and asked what the name of the next street running parallel was:

She replied, "Down."

Weaver said, "Yes," and pointed toward the street he meant.

She came back with only one word, "Down."

Becoming perplexed, our friend said, "I guess you don't know the street I mean."

"Sure," she replied with a smile, "didn't I say 'Down'?"

Weaver felt like the proverbial thirty cents, but Schechter saw the joke and made some sort of excuse about strangers, and the lady passed on.

It took quite a while, however, for Weaver to get it through his noodle that the name of the street south of "Elmdorf" is "Down," and he had to buy a glass of pop for every man in the hotel lobby when Schechter told the story.

* * *

I have been reading Shakespeare's plays lately—somewhere about the tenth time—and to my notion he would have made one of the greatest sales managers if he were alive today. He certainly knew human na-

ture and how to play on it to work according to his plans.

Take his tragedy of Julius Caesar, for example, and the character of Cassius, the man who was insanely jealous of Caesar and who "sold" Brutus, the bosom friend of Caesar, on the idea that Rome would perish unless Caesar was killed.

If there ever was any disagreeable person on earth, it was Cassius. He could say more nasty things than any other man we read about. Cassius was one of these lean, hungry fellows who was busy watching his competitors, so busy, in fact, that he did not have any time to attend to his own business; you have seen lots of them in business everywhere—the fellow who is watching his competitor.

Caesar had got to be a great success, Cassius was a mediocre success. He was so busy worrying about Caesar's success that he could not attend to his own business.

Think of the conditions in your own town and see if you don't find someone who fits the character of Cassius, the human crab and fault finder, the man who is always kicking, the man who will never coöperate with anybody because he is afraid that somebody may reap a greater share of benefit from the result of the coöperation than he will.

* * *

Learn to Play.

If you feel you're getting old,
You need a little play;
The hours were too strenuous
At your work today.

Grab a bat and call the boy
And chase out in the lot,
Show him what you're made of;
To think you're old is rot.

If you feel a little stiff,
Or perhaps a twinge or two,
Take a three-mile hike my boy—
'Twill scare it out of you.

Learn to play! you're not old yet!
Forget your hair is grey.
Join mother in the parlor
And dance an hour away.

Yes, if you feel you're getting old
The finest cure is play;
Work has clutched you in its grip,
Cheat it a bit each day.

—Carlofta Bonheur Stearns,

Caught With the Goods—and Not a Leg to Stand On!

Another Mail Order Advertiser Tries to Pull Wool Over Prospective Buyers' Eyes.

IN THE Sunday, July 20th, issue of the *Chicago Tribune*, there was published a full page advertisement by Harris Brothers, a concern which makes a specialty of building material and also operates a mail order department. A portion of this advertisement is reproduced herewith. It will be noted that this clipping contains offers of heating material.

It will also be noted that well down in the advertisement appears a paragraph, in which this broad statement is made:

"On July 1st all manufacturers advanced their prices on heating material—but our prices remain at the same low level. Why? Because we prepared ourselves against price advances by purchasing large quantities of heating equipment last spring. Ample quantities of all heating materials are on hand for immediate delivery to July buyers. Buy now at prevailing low prices."

Something Wrong Here.

This statement struck us with considerable force. We thought first that our market editor had been taking a nap, and that a general price advance had been made without him getting the information, but when we made inquiry at one or two manufacturers, the reply came right back over the 'phone that they had made no advance, and that they did not know of anybody who had.

Then we wrote the following letter to a number of manufacturers of warm air furnaces, registers and pipes:

"In the *Chicago Tribune* of July 20th there appeared a full page advertisement of Harris Brothers, this city, in which a section was devoted to warm air heating systems, and in which they made the following statement:

"On July 1st all manufacturers advanced their prices on heating material—but our prices remain on the same low level * * *

"We have not had any intimation that prices were advanced on July 1st and would appreciate it if you will kindly advise us whether you made such an advance.

"Yours sincerely,

"AMERICAN ARTISAN."

From the replies which we received, excerpts from which are quoted in the following, it will be seen that not a single manufacturer of warm air furnaces, nor of pipes, nor of registers had advanced his prices on July 1st—that as a matter of fact prices at that time were—and now are—as low as they have been this year.

In other words, the statement made by the writer of Harris Brothers' advertisement is absolutely contrary to the actual facts so far as warm air furnaces and fittings are concerned.

Here are some of the replies:

Furnace Manufacturers Say That Harris Brothers Are Wrong.

"The statement which is referred to in your letter as appearing in the *Chicago Tribune* is entirely without foundation so far as we know. I have heard of no manufacturers increasing their prices lately.

"Rudy Furnace Company,
"CHARLES J. BIEK."

* * *

"In response to your inquiry of the 23rd instant, relative to a statement to the effect that the prices on heating material had been increased, would advise that we have had no advance in our prices during the current year, nor do we anticipate any in the future.

"The Michigan Stove Company,
"FRANCIS PALMS."

* * *

"Answering your letter of July 23rd, regarding advance in prices by our company, we wish to advise you that we have made no advance whatever since setting our prices at the beginning of this year.

"Market and manufacturing con-

ditions, which determine our costs, have not warranted us in making an advance and we believe that you will find this to be the case with most manufacturers of heating apparatus.

"The statement in the advertisement, if properly quoted, we are confident, is not based on any fact sufficient to warrant so broad a statement.

"R. J. Schwab and Sons Company,

"H. E. SCHWAB."

* * *

"Have your letter of July 23rd, regarding the advertising of Harris Brothers, your city.

"Wish to state that we have absolutely not made any price advances whatsoever.

"The Walworth Run Foundry Company,"

"W. L. SEELBACH."

* * *

What Can Be Done About It?

"In reply to your letter of the 23rd, we take pleasure in enclosing latest net prices of 'PERFECT' warm air heaters which have not been changed since January 21, 1924.

"We have not been able to learn of any warm air heating manufacturer, who has raised prices of those heaters on July 1st.

"A number of the boiler manufacturers, except ourselves, have a graduated price program calling for increases at various times of the year, including July 1st. This may have been the basis of statement of Harris Brothers.

"We are very glad, indeed, that you have brought this to our attention, and will be interested in anything further that may develop.

"Richardson and Boynton Company,

"ROGER WILLIAMS."

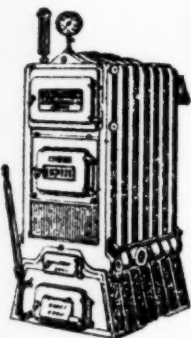
* * *

Blames the Boiler Makers.

"We have your letter of the twenty-third referring to advertisement

HEATING SYSTEMS

The prices shown are for a heating system of sufficient capacity to heat an ordinary five-room building, size 24x40 feet, with five rooms and bath.



Hot water or steam, square sectional boiler.

Hot Water System

\$110 Down

Only \$22.00 Per Month for 10 Months

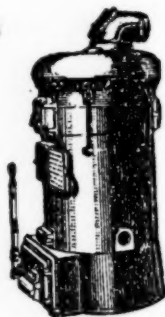
Cash Price, **\$310**

Steam System

\$95 Down

Only \$20.00 Per Month for 10 Months

Cash Price, **\$275**



Hot water or steam, round sectional boiler.

Direct Pipe Warm Air System

\$45 Down

Only \$10.00 Per Month for 10 Months

Cash Price, **\$135**

This price does not include cost of installation.



Single register warm air furnace.

Single Register Warm Air System

\$35 Down

Only \$7.00 Per Month for 10 Months

Cash Price, **\$98**



Direct pipe warm air furnace.

We Now Install Warm Air Systems!

We are now prepared to furnish every needed item for warm air heating systems, and install the plant complete in new or old building, ready for you to build the fire. Our estimators will call and figure your requirements.

On July first, all manufacturers advanced their prices on heating material—BUT OUR PRICES REMAIN AT THE SAME LOW LEVEL! Why? Because we prepared ourselves against price advances by purchasing large quantities of heating equipment last spring. Ample quantities of all heating materials are on hand for immediate delivery to July buyers. Buy now at prevailing low prices.

Buy Your Heating System Now and Take a Year's Time to Pay

All you need is one-third of the price of your heating plant—take a year's time to pay the balance. Protect yourself against higher prices by placing your order now for future delivery if you wish. Our expert engineers will help you solve your heating problems and supply you with blue prints and complete instructions for installation. All necessary tools furnished at a very low rental charge.

The Section of Full Page Advertisement Which Was Devoted to Heating Apparatus and in Which a Statement Was Made That Was Contrary to the Real Facts.

in the *Chicago Sunday Tribune* stating that prices on heating material had advanced on July 1st.

"All boiler manufacturers are

now using what is known as 'The Period Price Sheet,' with advances at certain intervals throughout the entire year.

"There was an advance of about 2½ per cent July 1st, the next advance will be September 1st and the last advance December 1st.

"We did not.

"Oakland Foundry Company,
"H. EHRET."

* * *

"I read with interest your letter of July 21st regarding the Harris Brothers' advertisement in the *Tribune* of July 20th.

"We have not advanced our prices, and I do not know that there has been any movement in this direction in the furnace industry.

"I think this must be just a 'come-on' which Harris Brothers are trying to put over.

"The Fox Furnace Company,
"S. W. HETHERINGTON."

* * *

"No advances, however, have been made this year on Thatcher furnaces.

"Thatcher Furnace Company,
"D. E. CUMMINGS."

* * *

"With reference to your favor of the 21st, about advertisement of Harris Brothers: As far as we know, there has been no advance in price on furnaces; but I think what they are taking advantage of is the period advance prices of the boiler and radiator manufacturers.

"In other words, the boiler and radiator industry adopted a new price plan about the first of last year whereby they got out a discount sheet on January 1 showing the net prices on each size of boiler and radiator over five periods of the year. If they have occasion to advance or decline prices in the year they correct the prices for the various periods. In other words, the July 28, 1924, discount sheet of the American Radiator Company showing the price on a boiler delivered between February 1 and April 30 is \$84.61. For this same boiler delivered from May 1 to June 30, the price is \$86.52; for the same boiler delivered from July 1 to August 31, the price is \$89.06; and if it is delivered between September 1 and November 30 the price is \$97.80; between De-

ember 1 and January 31 of the next year, price is \$90.32.

"This plan has evidently been satisfactory and you will understand that despite the time of placing the order, the prices are based on the price effective at the time of delivery. Therefore, you will note that the third period of the year is from July 1 to August 31, and while they are stretching a point to say all manufacturers advance their prices on heating material, and undoubtedly mean to give the impression that such is the case, it is literally true that boiler prices advance, but they do so in a periodic form. This would not be considered in the same light of an advance in price, as we have always thought of it in various commodities.

"While writing this letter, your July 19 issue comes to our desk and we want to thank you for your article on page 17.

"This gives the result of the first meeting of the Warm Air Heating Research Publicity Committee. From the interest shown by the trade papers and dealers in this movement, we are at last on our way to acquaint the public with the truth about warm air heating.

"Sincerely,

"Abram Cox Stove Company,

"E. F. GLORE."

* * *

Entirely in Error.

"We are glad you wrote us as you did on July 22nd, calling our attention to the advertisement of Harris Brothers, to the effect that all manufacturers had advanced their prices. They are entirely in error in their statement, as we have not advanced our prices, and I have no information to the effect that other concerns have advanced theirs, although I hope they have.

"You may be assured that we intend to hold to our present prices just as closely as possible throughout the balance of this year regardless of whether or not a big demand comes later in the season. I don't think that it is at all fair for a concern to take an undue advantage of a sudden demand for their products in advancing their prices.

"Of course, we all know that supply and demand govern figures always, but I have found that lots of times a dealer will go out and quote on the strength of prices he has received from the house, and just about that time the house sees a chance to advance quite materially their prices, and the man orders the goods and finds that they are costing him more than he had figured on; consequently, he is much put out and doesn't usually entertain the best of feeling for the manufacturer whose goods he has been selling. We, therefore, endeavor to maintain a price which not only is satisfactory to the dealer, but shows us a fair profit, and the dealer always knows right where he is at.

"Assuring you of our desire to furnish you at any time with any information which will be of value to you, we are, with very kindest regards,

"Yours very truly,

"Homer Furnace Company,

"C. B. STRONG,"

* * *

"Replying to your letter of the 21st, would state that we have made no change in our furnace prices since the January 2nd reduction.

"Utica Heater Company,

"C. E. HODGES."

* * *

"We reduced our prices approximately 25 per cent July 1st on American wood registers for orders received during the month of July for shipment any time during the next 90 days. We figure on making a permanent reduction of approximately 15 per cent August 1st. "American Wood Register Company,

"WILLIAM H. WOLFARTH."

* * *

"We are happy to say that we did not advance our prices on the 1st of July—as a matter of fact, we have had no price advance since May, 1923. We also find that we are at present selling cheaper than we were in 1920, and we hope to keep our production up so that this may continue to be possible.

"The Meyer Furnace Company,

"R. C. WALKER."

"It is pleasing to give prompt response to your inquiry of the 23rd, in re the reported advance in the prices of warm air heating material as broadcast by the Harris Brothers' ad.

"Harris Brothers made an incorrect statement in saying that ALL manufacturers of warm air heating materials had advanced prices July 1st. We made no such arrangement, and are not sure that other manufacturers did. We were informed that the intention of some other manufacturers was to advance; however, we have yet to be assured that they did advance their prices.

"Chicago Furnace Supply Company,

"CHARLES H. KEITH, JR.

* * *

We Are Going to Give This Matter Just a Little Bit of Publicity.

"We note what you have to say regarding the full page advertisement appearing in the *Chicago Tribune* last Sunday by Harris Brothers, Chicago, in which they state that all manufacturers had advanced their prices on heating material on July 1st, but that their prices remain at the same low level.

"For your information will state that we have had no advance in any heating goods during the months of June or July, so that this statement appearing in their advertisement is not correct.

"We presume that you intend to give this matter some publicity in *AMERICAN ARTISAN* in an early issue.

"L. J. Mueller Furnace Company,

"V. P. BREHM."

* * *

"We have your letter of July 21st regarding the advertisement appearing in last Sunday's *Tribune*.

"This is to advise you that to date we have not advanced our prices, although there is some talk of an increase along about the first of next month, but nothing definite. There was no change in our price on July 1st.

"Tuttle and Bailey Manufacturing Company,

"WILLIAM P. LAFFIN."

"We acknowledge receipt of your favor of the 21st instant, relative to prices on registers, and are pleased to advise you that we have made no changes in our register discount this year.

"It may be possible that we will make a change along about September 1st.

"The writer will keep you fully advised at all times of any price changes.

"Hart and Cooley Company, Incorporated, of Illinois,

"R. W. BLANCHARD."

* * *

"Replying to your letter of the 23rd instant, wish to state that we did not make advance on our prices July 1st, business certainly did not warrant such action at that time. It is quite probable, however, that in the fall our prices may advance.

"Eaglesfield Ventilator Company,

"JOHN L. EAGLESFIELD."

* * *

"Harris Brothers advertisement in the *Chicago Tribune* is not founded on truth, as we know of no advance that has taken place July 1st. There were some advances about May 1st, but since then the prices have been the same and we really believe that they will remain the same for the balance of this year.

"F. Meyer and Brother Company,

"GEORGE HARMS."

* * *

"Answering yours of July 23, 1924, in reference to the ad in the *Chicago Sunday Tribune* by Harris Brothers, we did not raise our prices July 1st, neither have we increased furnace prices any time during the year 1924.

"Standard Furnace and Supply Company,

"F. L. NESBIT."

* * *

"This year our company has not advanced prices on any goods manufactured by us, but have recently lowered our prices on galvanized elbows, now allowing 50 per cent discount.

"The Farquhar Furnace Company,

"R. B. MONFORT."

"Replying to your letter of July 22nd, wish to advise that we did not make any change in our price July 1st, and have made none since May. At this time we are not anticipating any change in price.

"The W. E. Lamneck Company,

"R. M. TREMAIN."

* * *

Who Has a Set of Brakes?

"Replying to yours of the 21st, we have not made any advances in prices and have not heard of any other increases so far. I am inclined to believe that Harris Brothers had acquired too much wind in that windy city of yours. You might offer them a set of brakes, a governor or a muffler for future use.

"Langenberg Manufacturing Company,

E. B. LANGENBERG."

* * *

"We did not on July 1st change the price of our furnaces; in fact, our present prices on furnaces will have been in effect two years on August 1st, next.

"The Wise Furnace Company,

"W. G. WISE."

* * *

"Answering yours of July 23rd, we are pleased to state that we did not advance prices of our furnaces on July 1st. Our prices were established in January of this year and have not been changed since that time.

"The Waterman-Waterbury Company,

"F. G. SEDGWICK."

* * *

"Your letter of the 21st to the attention of Mr. Moncrief received and in his absence from the city we will reply to it.

"We have made no advance in prices of furnaces or accessories, nor do we know of any other manufacturers doing so. If there is any further information you would like to have, please let us know.

"The Henry Furnace and Foundry Company,

"H. S. SHARP."

* * *

How Are We Going to Stop It?

"It is very apparent from your letter of July 21st that Harris Brothers

are indulging in supposition. They have not taken time to investigate furnace prices or else they are taking a chance on their statement not being questioned.

"Our prices on International furnaces remain unchanged and are the same as those in effect January 1, 1924, at which time we made a reduction of approximately 10 per cent.

"The writer, in talking to our treasurer, finds that we have received no notice as to a change in furnace prices. It appears to us like a misrepresentation on the part of Harris Brothers, and we are interested in knowing just how you propose to have them discontinue this advertising after you have found from other reliable sources that their statements are incorrect.

"International Heater Company,

"W. J. GROVER."

* * *

Mr. Grover puts a very pertinent question, and we have been somewhat active during the past couple of weeks trying to "stop" this advertising, and here is some of what we did and what the result was:

The following letter was written to E. W. Parsons, advertising manager of the *Chicago Tribune*:

"To MR. E. W. PARSONS,

"Advertising Manager,

"The Chicago Tribune.

"In the July 20th issue of the *Chicago Sunday Tribune* there appeared a full page advertisement of Harris Brothers in which the following statement was made:

"On July 1st all manufacturers advanced their prices on heating material."

"We have on file letters from twenty-five manufacturers of boilers, warm air furnaces and other heating material, many of whom are among the largest in the field, and all of whom make the positive assertion that their prices are no higher now than they were on January 1st of this year, with the exception of boilers on which there is a seasonable change in the discount which, however, is not regarded as an 'advance' in the usual sense of that term, nor is this discount change

universally adopted by the boiler manufacturers.

"We realize, of course, that it is out of the question for your department to censor your advertising columns to the extent that you can exclude every erroneous and misleading advertisement, but in view of the facts presented in the foregoing we feel certain that you will call this matter to the attention of Harris Brothers and impress upon that company the advisability of telling the truth in their advertisements, and also that you will refuse to publish any advertisements for them or anybody else containing similar untrue statements.

"Among the manufacturers from whom we have letters on this subject are some, who, in the recent months, have used large space in your publication. You certainly would not willingly publish something that was not true and which would have a tendency to harm any of your advertisers.

"We shall be glad to have your prompt reply to this letter in order that we may satisfy our friends and your friends that your department is innocent in this very flagrant case of misrepresentation.

"A. G. PEDERSEN, Editor."

Mr. Parson's reply follows:

"TO AMERICAN ARTISAN:

"I am in receipt of your letter of even date and am taking the matter up with Harris Brothers.

"E. W. PARSONS,

"Advertising Manager."

* * *

In the August 3rd issue of the *Chicago Sunday Tribune* Harris Brothers again carried a full page advertisement of which the portion pertaining to "Heating Systems" is partially reproduced in Figure 2.

In this ad the prices and illustrations were placed below the paragraph beginning "The prices" and at the bottom of the ad.

It will be noted that a slight change has been made in the wording of the misleading paragraph. This was probably the result of Mr. Parsons "taking the matter up with Harris Brothers," but the average

person reading that paragraph would still consider that it referred to warm air furnaces, so that the statement placed where it is, is still misleading.

We are not going to say that Harris Brothers' advertising writer composed and located that paragraph in the manner he did with the deliberate intent of misleading the readers of the *Chicago Tribune*, but it certainly looks queer to us—as it did to other men with considerable advertising experience.

So we wrote the following letter to Harris Brothers:

"TO HARRIS BROTHERS:

"In the full page advertisement which you had published in the July 20th issue of the *Chicago Sunday Tribune*, the following statement was made in bold faced type:

"'On July 1st all manufacturers advanced their prices on heating material.'"

"This statement was made in the section devoted to warm air furnaces, and naturally would be understood, by the average reader, to apply to this class of goods. Whereas, the fact is, that 27 of the largest manufacturers of warm air furnaces have written us that no advances have been made by them since last year, and that they know of no in-

stance where such an advance has been made since 1923.

"We note in your advertisement, which appeared in yesterday's issue of the *Chicago Tribune*, a slight change had been made in the above quotation, so that it now reads:

"'On July 1st leading manufacturers advanced their prices on heating material.'"

"This paragraph, however, appears under a sub-headline referring to warm air heating systems, and for that reason will also be considered, by the average reader, as applying to warm air furnaces, so that the slight change made in the wording really cannot be considered a vital one.

"In view of this fact, do you not think it fair that you should acknowledge that an error had been made by your advertising writer, and that the trade which you have injured by these misleading statements should have the assurance from you—through AMERICAN ARTISAN—that your company will guard against similar occurrences of this nature; also that in some manner the public, which has been led to believe that retail furnace prices will be higher this fall, should be informed by you that your advertising writer had made a mistake.

HEATING SYSTEMS

Buy Yours Now and
Take a Year's Time to Pay

All you need is one-third of the price of your heating plant—take a year's time to pay the balance. Protect yourself against higher prices by placing your order now for future delivery if you wish. Our expert engineers will help you solve your heating problems and supply you with blue prints and complete instructions for installation. All necessary tools furnished at a very low rental charge.

We Now Install Warm Air Systems!

We are now prepared to furnish every needed item for warm air heating systems, and install the plant complete in new or old buildings, ready for you to build the fire. Our estimators will call and figure your requirements.

On July first, leading manufacturers advanced their prices on heating material—BUT OUR PRICES REMAIN AT THE SAME LOW LEVEL! Why? Because we prepared ourselves against price advances by purchasing large quantities of heating equipment last spring. Ample quantities of all heating materials are on hand for immediate delivery. Buy now at prevailing low prices.

The prices shown are for a heating system of sufficient capacity to heat an ordinary five-room building, size 24x40 feet, with five rooms and bath.

This Partial Illustration Shows How Harris Brothers' Advertising Man Tried to "Get By" Without Making a Bona Fide Correction. The Inference Is, of Course, "Exactly the Same as in the Original Advertisement."

"Your prompt attention and reply to this letter will be appreciated.

"Yours very truly,

"A. G. PEDERSEN, Editor."

"MR. E. W. PARSONS:

"Referring to your letter of August 1st, in regard to the full page advertisement of Harris Brothers, which appeared in your July 20th issue, I desire to call your attention to the advertisement which was run in your August 3rd issue by the same concern.

"You will note that an unimportant change has been made in the paragraph quoted in my former letter, so that it now reads:

"On July 1st leading manufacturers advanced their prices on heating material.'

"Inasmuch as this paragraph follows immediately one pertaining to warm air furnaces, the natural inference of the average reader would be that these price advances were also made on warm air furnaces, which, you know, by this time, is not true.

"I suppose that the slight change in the wording is the result of your taking the matter up with Harris Brothers in accordance with your letter of August 1st, but upon serious consideration, I am quite sure that you will agree that the paragraph is still of a misleading nature.

"Concerns like Harris Brothers appear to go on the principle that because of their size any statement made by them will be regarded as truthful by a sufficiently large number of people who rely upon the reputation which the *Chicago Tribune* claims to have established—that misleading and untruthful advertisements are not allowed in its columns.

"Such a reputation is not likely to be maintained by the *Chicago Tribune* if you continue to allow advertisements such as the two which we have called to your attention to be published in your paper.

"It is only fair to state that considerable space will be devoted to this matter in the next issue of *AMERICAN ARTISAN*, and that your reply to this letter, as well as your reply to our first letter to you, will

be a part of the article, which we now have in course of preparation.

"Yours very truly,

"A. G. PEDERSEN, Editor."

* * *

On Wednesday forenoon the director of publicity of Harris Brothers called our editor on the phone and stated that their next Sunday's ad would be changed so as to make it read as the facts warrant. He refused, however, to write us a letter for publication admitting his "error."

So far, however, as the effect of the advertisement is concerned, no doubt sales have been made on the strength of the advertisement and these sales will probably remain without disturbance.

The main point to consider is that any installer who allows himself to be beaten by any statement of a mail order house advertiser had better go to work for somebody, because he does not possess the necessary backbone and grit and inclination to keep himself properly posted, so that he can put his finger on the weak spots in the other fellows argument.

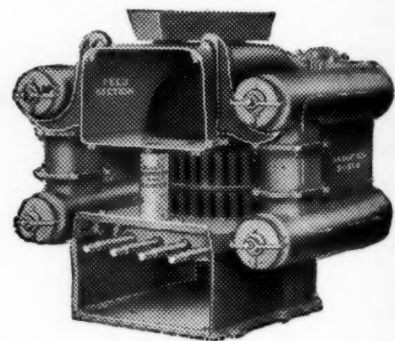
That is one reason for publishing this article. We want our subscribers to realize that people (the average person) do not always swallow mail order dope without giving it a bit of inspection, and the furnace installer who will let himself be thoroughly "sold" on the furnace he is trying to sell will have no difficulty in proving the better value of his furnace and his service.

Unique Design of Radiator Gives Much Larger Heating Capacity, Says Mr. Smith.

The radiator of the BRN type Andes system of warm air heaters, which is shown in the accompanying illustration, consists of four large flues running parallel with the firepot and dome with two perpendicular flues connecting them. This unique construction makes it an easy matter to clean the flues and in addition, it is maintained by the manufacturers that not only has the BRN Andes system more radiating surface in proportion to grate furnace

than any other, but that it has in many cases more than double the capacity.

Furnace installers who wish to learn full particulars about the BRN



Sectional View of Andes BRN Type Furnace, Showing Unique Design of Radiator and 4-Gallon Humidity Tank on Top of Firepot.

type Andes system of warm air heaters should write to S. S. Smith, Treasurer of Phillips & Clark Stove Company, Incorporated, Geneva, New York.

New Wood Register Company Is Organized in Peoria, Illinois.

The Peoria Wood Register Company has recently been organized at Peoria, Illinois, and will occupy what is known as the old Acme plant. Cold air registers and ventilator faces will be manufactured under the trade name of "Acme."

The general manager is Harry Porter, a former resident of Peoria, who has recently disposed of a similar industry at Wichita, Kansas. The work of remodeling part of the old plant and installing new machines, it is expected, will be completed in sixty days, and when the plant is in operation, it is hoped to employ between forty and fifty men.

Manny Heating Supply Company, Chicago, Now in New Home.

The Manny Heating Supply Company, 226-228 West Lake Street, Chicago, has for the last two months been engaged in moving its offices and stock into new quarters.

J. Harvey Manny, the president, announces that the moving is now

completed and the firm is well established in its new home and ready for business, with increased warehouse and office space.

The old address of the firm was 131 West Lake Street, Chicago.

E. H. Cross Does His Bit in Helping L. H. K. With His Installation.

E. H. Cross of the Henry Furnace and Foundry Company, 1318 Adams Street, Toledo, Ohio, has also a solution to the heating problem of L. H. K., appearing in AMERICAN ARTISAN under date of July 19th.

The illustration herewith, drawn by Mr. Cross, will explain the arrangement he has in mind.

Of warm air Mr. Cross makes the following tabulations:

Living room, 12x14-inch; base board, regular; single, 12-inch pipe.

Hall, 12x30-inch; wood face.

Free air, each face, 216 square inch.

Return C. A. pipe 2-16-inch and 1-14-inch.

Total free air, 648.

Total area, 555 cubic inches. C. A. pipe.

On the east side of the house, he states that the cold air may be taken in under the windows if it is not desired to arrange cold air intakes as indicated on the diagram.

E. H. CROSS.

Toledo, Ohio.

Wendel Believes in Plenty of Cold Air for Furnaces That He Installs.

E. W. Wendel has been installing warm air furnaces in Hinsdale, Illinois, one of the western suburbs of Chicago, so long that they have a saying out there, "When you think

side. Having overhauled many systems, I have come to the conclusion that with cold air taken from three sides of the house or more, coal will be saved. Even a short pipe from an inside room is not worth the material, to say nothing about the labor of putting it up.

So I always take my cold air from below the windows or next to outside doors.

The next thing to think of is to teach the workman to do his work properly and make the furnace really dustless. I have this on my mind now, because I have just taken down an almost new furnace and have several to take out because of dust.

Many really well-to-do people prefer furnaces to hot water, but object to dust and soot, and I have now before me three orders, all of which read something like this, "Put a furnace in my house, but please get one that is free from dust. Do you think I must take water?"

So let us have real workmanship and real furnace work, and there will be no better trade than ours.

Yours truly,

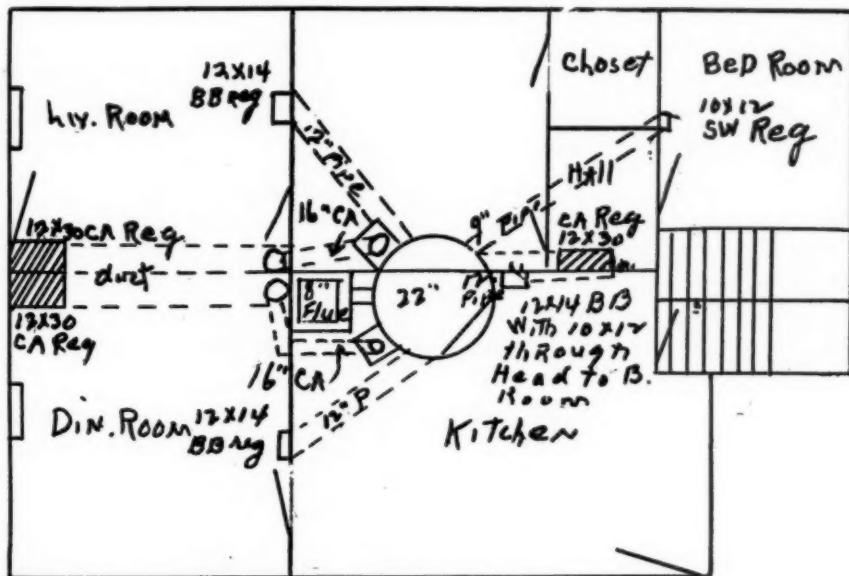
E. W. WENDEL.

The Salesman Who Suffers from Too Much Management Is Usually Inefficient.

I have little patience with companies that place so little confidence in their salesmen that they direct every move the salesmen make, and insist that men make detailed reports of their activities every day.

This practice makes the salesman feel that he is only a mechanical device. It gives him no responsibility and, therefore, curtails his ambition. The best results are obtained when the salesmen are made to feel that they are important parts of the organization and that their companies are willing to rely on their judgment on certain matters—even prices in some instances.

Walking is the best exercise, but some won't indulge in it because it is too cheap and others because they think it makes them appear cheap.



Showing How E. H. Cross Solved the Problem.

Dining room, 12x14-inch; base board, regular; single 12-inch pipe.

Kitchen, 12x14-inch; base board, regular; through head 12-inch pipe.

Bedroom, 10x12-inch; side wall, regular.

Bedroom, 10x12-inch; side wall, regular; 10-inch pipe.

Total area, 417 cubic inches.

For cold air:

Living room, 12x30-inch; wood face.

Dining room, 12x30-inch; wood face.

of furnaces, just remember Wendel."

We are in receipt of the following letter from Mr. Wendel, in which he makes some very pertinent remarks about the methods used by some, so-called installers:

TO AMERICAN ARTISAN:

It is a pleasure to read your paper and keep in touch with the heating game.

In regard to cold air ducts, I prefer to draw cold air from the cold sides of the house and not from one

Pattern for Cutting Out and Soldering Wash Boiler Bottoms Into Place.

Not More Than One-Eighth of an Inch Should be Allowed for Turning to Avoid Trouble in Seaming.

Written Especially for AMERICAN ARTISAN by O. W. Kothe, Principal, St. Louis Technical Institute, St. Louis, Missouri.

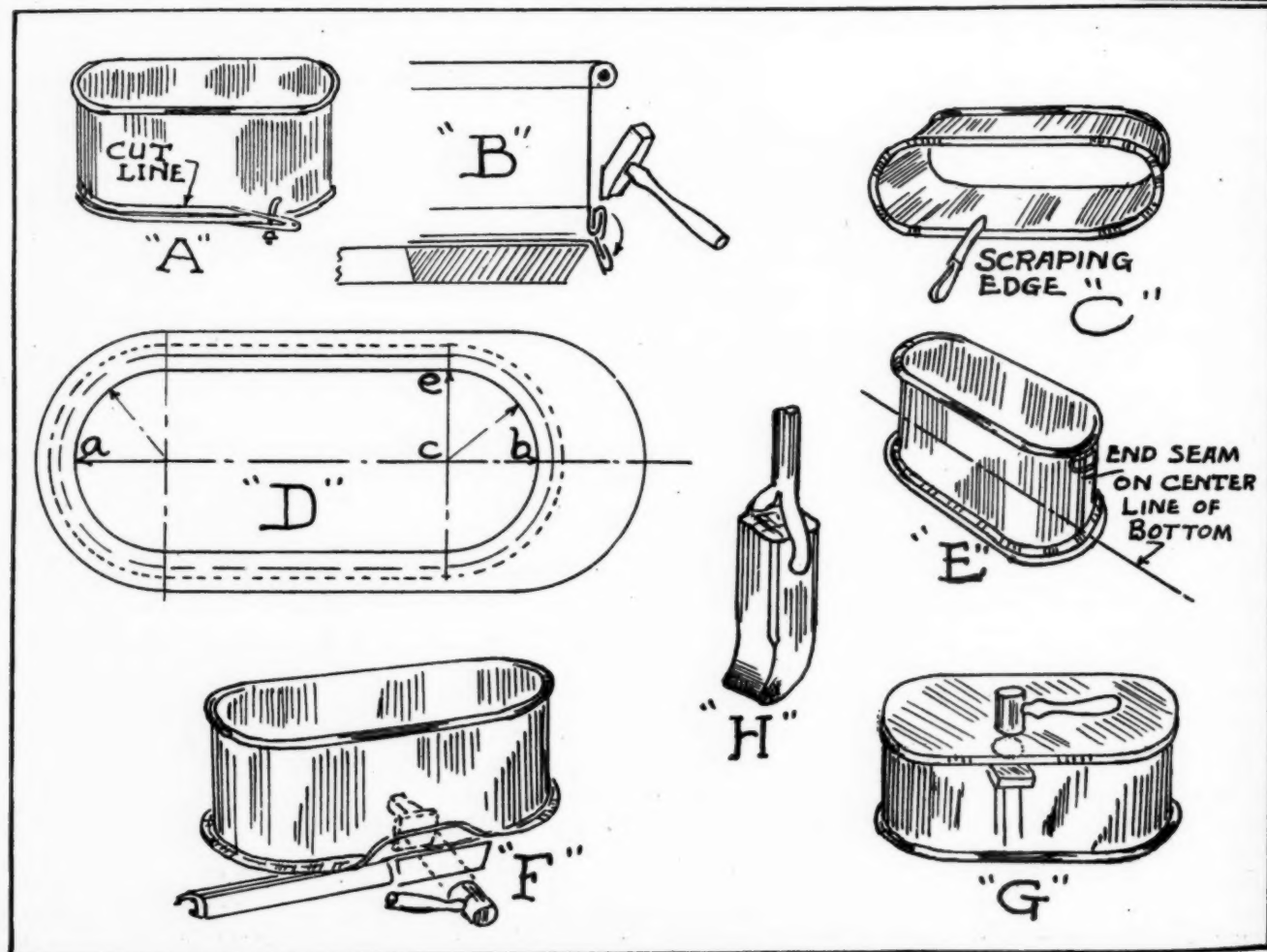
IN THE good old days it used to be said that a person was not a tinner until he knew how to put on a wash boiler bottom. I think many of the old timers will bear me out in that statement. If that test were applied today, there would be quite a few thousand mechanics, who, in some respects, are pretty good men, but would have to be counted out on the test. The test is hardly fair any more, since the great masses of workmen spend their time on other things than on such work.

The wash boiler happens to be such a peculiar fitting, especially the copper one. Of course, the seams all hold good with this sort of work

as with all other shop work, a person must know how to make seams, what edges to allow and how the metal bends, or what to do in case it proves unruly. However, the first step is on receiving a wash boiler to be rebottomed, is to put it on a stake and with a mallet smoothen out all the buckles and rough places and square it up as true as is possible. Next take a divider and set to possibly a quarter of an inch or three-eighths inch and place in the position shown by sketch "A" and mark the cut line for the bottom. So many workmen fail to do this and take the double cutting shears and whittle around without any line

to go by, which requires considerable trimming and this makes the boiler always from a half to a full inch shorter than before.

When a line is described around the boiler and you are sure it is uniform, then place the boiler in a position over the stake "B" and with a peaning hammer open the double seam in the manner shown. This drives the bottom off and does not effect the sides of the boiler. In many cases the boiler need not be cut off any more than the edge that breaks off and if much then only to the top of the old seam. After this the boiler is again straightened up and is sided along the cutting edge



Pattern Showing the Replacing of Wash Boiler Bottoms.

to see if any hills or hollows exist. If so they are trimmed out and if not an eighth inch edge is turned on in the burring machine. Care should be taken not to make the edge over an eighth inch, because that always gives trouble in double seaming. So many inexperienced mechanics who do mostly outside roughing in feel that if they make big edges it will make strong joints. But the fact is the small edge has all the strength needed, while the big edge requires more metal than stretching to an edge and it is much harder treating to lay it over and thus shrinking it again so as to lay up well. Herein is where most men have their worries.

After the edges are turned the edge is scraped with a knife or file similar to "C", which is then well cleaned and tinned with solder before going further. The next step is to take the old bottom and measure its diameter as well as its length and then from a stock copper bottom lay off the bottom as shown by "D". Where a-b is the length and c-b is the radius. To this we must add an eighth inch for a single edge and another sixteenth for a double edge. This makes it easy for turning the edges and then there is not so much metal to shrink in the hammering over process. When the bottom is marked out the body of boiler should be set in position to see how it corresponds to the drawing "E". If all is well, an edge is turned on a 1-16-inch and then the boiler is set in position so that the end seam corresponds with the center line on bottom. This must always be watched or the boiler will become twisted. When all is straight the side edges are first peened over and the edge double seamed as at "F".

We then work around from both sides toward the center of the end, first peening and then double seaming, whether with a hand stake as at "F" or placed over the bench stake. Where the copper is inclined to bend too much the edge must be sharpened after seaming and is done as at "G", where a hand stake is held under the double seamed joint and with a mallet the

round corner is worked out. After which the boiler is again put on the bench stake and the seam laid down more tightly. Soldering should be done with a soldering copper of sufficient weight and hammered out something as shown by "H". This will always give satisfactory results and eliminates fussing around and leaving rough edges and poorly soldered places. By following the above outline the workman will have little trouble in all such work.

Indiana Sheet Metal Men Enjoy Outing at Jordan's.

At the invitation of Paul R. Jordan, the retiring president of the Indiana Fur-Mets, the officers and directors of that organization and the officers and directors of the Indiana Sheet Metal Contractors' Association enjoyed a most delightful out-

ing at Mr. Jordan's summer home on the banks of Fall Creek, north of the city, Saturday, August 2nd.

The weather proved ideal and the afternoon was spent in boating, swimming, horse shoe pitching and other outdoor sports.

During the latter part of the afternoon a conference of the state sheet metal contractors was held.

Following this a rare picnic dinner, prepared by Mr. and Mrs. Jordan and their sons and served from the groaning tables on the beautiful lawn, was highly enjoyed by every one present.

After the dinner the evening was spent in card games and social chat, continuing until 10 p. m., and every one present was unanimous in pronouncing the event one of the most enjoyable, and profuse in thanks to Mr. and Mrs. Jordan for the royal entertainment.

Educational Publicity Committee of the National Association of Sheet Metal Contractors.

*Requests Suggestions, Data and Other Information
from Which to Formulate a Vigorous Campaign.*

THE following letter which has been sent to all the State and Local bodies of the National Association of Sheet Metal Contractors, requests suggestions and other information from which to formulate the campaign which is to be conducted by the Educational Publicity Committee:

To all State and Local Associations:

All those who attended the Washington Convention and those who found it impossible to do so but read the proceedings of the same in the Trade papers, must come to the conclusion that at this particular gathering, there was more constructive work done for the benefit of our industry than at all previous conventions.

During this convention there seemed to prevail a spirit of splendid cooperation which resulted in the approval of many important measures being adopted and these measures, of course, will have to be carried out by your officers, board

of directors and the various committees.

Your National President saw fit, in accordance with the action of your convention, to appoint an "Educational Publicity Committee," whose policy it shall be to conduct a survey of the present activities and coordinate the various efforts being made by states, locals and individuals and proceed to formulate a plan for the future.

The sum of one thousand dollars is appropriated for the use of this committee.

The appointment of this committee developed from the following resolution:

"Whereas, there is apparent a serious demand for publicity of many things pertaining to this (the Sheet Metal) industry as evidenced:

"First—By the action taken in a number of State organizations in the form of monthly letters to architects.

"Second—By the recommendation

that we celebrate our 20th anniversary in February in a fitting manner.

"Third—The matters of state activities be disseminated.

"Fourth—The distribution and use of the Standard Code, and in many other ways."

The work of your committee is of such gigantic nature that it feels duty bound to appeal to your cooperation in its efforts to carry out the will of the Washington Convention successfully. Some of the individual members, specifically mentioning Mr. George Harms, Peoria, Ill., and the membership of the State of Wisconsin, have performed some splendid work for the "Rehabilitation of the Sheet Metal Cornice" and it is the unanimous opinion of your committee that publicity of this kind on all branches of the industry should be continued.

You will understand from the resolution, as cited aforesaid, what is expected from your committee;

your committee requests suggestions and data, and that immediately, so that they can function profitably and successfully for your interests.

Your committee desires to inaugurate a vigorous campaign and therefore it will be necessary for you to put all important data into their possession with the least possible delay.

Will you kindly bring this matter to the attention of your members and impress it upon them how essential it is for them to cooperate with us in our endeavors.

To the individual member, whom we could not reach with this letter, but who will see it published in all the Trade papers, we will say that we also appeal to you to give us your assistance.

EDUCATIONAL PUBLICITY COMMITTEE.

Paul L. Biersach, Chairman,
George Harms,
William A. Fingles,
Louis Luckhardt.

Frederick Bogenberger, Long Prominent in Sheet Metal Contracting Business, Dies Suddenly.

Well Known Milwaukee Contractor Suffers Third Stroke of Paralysis on Monday Morning.

FREDERICK BOGENBERGER, president of the Consolidated Sheet Metal Works, Milwaukee, died on the morning of August 4, 1924, at about 4 a. m. Death was caused by a stroke of paralysis. He was 61 years of age and had been engaged in the sheet metal contracting business since 1891. Twelve years ago he had a stroke of paralysis and has not been feeling any too well since. He had another light stroke last November, but got over the same and apparently was in fairly good health. He retired Sunday evening in good spirits and was found dead in bed by his wife Monday morning.

Mr. Bogenberger was born in Racine, May 21, 1863, and moved to Milwaukee with his parents two years later, receiving a common school education. His first work was in the printing business, being a

type setter for *Der Herold* for a number of years, and then learned the sheet metal trade. In 1891 he started in business for himself and a few months later associated himself in business with his brother, John, under the firm name of F. Bogenberger & Brother. In 1907 Mr. Bogenberger, his brother, John, and Paul L. Biersach organized the Consolidated Sheet Metal Works, 661-677 Hubbard Street, and he was the president of this corporation up to the time of his death.

As Mr. Biersach, who was an associate of Mr. Bogenberger for many years, puts it—his name may not have appeared in publications as frequently as those of others, but he was very prominent in the sheet metal trade and surely did his bit toward improvement of conditions in that field.

The funeral was held Wednesday

morning at 9 o'clock from the residence, 101 Lloyd Street, to St. Francis Church. Burial was at Holy Cross Cemetery in the family lot.

Mr. Bogenberger is survived by his wife, Josephine, two sons, Otto and Walter Bogenberger, and a daughter, Marie Gehring, and four brothers, George, John, William and Joseph Bogenberger.

The honorary pallbearers were: Frank Klode, Julius Heil, Charles Kallmeyer, Henry Bonn, Edward Munz and Frank Dengel.

The active pallbearers were: William J. Engel, Fred Schomann, Herman Suhr, John Van Lare, Anton Bauer and John Schmitt.

Secretary Mooney Follows Up State Convention with Good Letter to Prospective Members.

They had a splendid meeting of sheet metal contractors in Ohio last month—the state convention—and Secretary Mooney doesn't want the absentees and non-members to forget it, so that they will make it a point to attend the 1925 convention.

Therefore, this letter, which was sent to six hundred sheet metal contractors in Ohio:

"Did you attend the convention?"

"No!"

"Then you are a big loser.

"The entertainment was most enjoyable for men, women and children.

"The fellowship was of the kind that makes a man feel bigger and better for a long time afterwards; no one has yet attempted to fix a limit to the money value of fellowship.

"The addresses were of the highest order of intelligence and instructfulness; we will be able to send you something about them as soon as we can get time to digest them.

"The big and most valuable thing of all was the collective work on sheet metal contractors' problems; the earnest discussion and intelligent analysis of the needs of the industry; the diligence and clear thinking applied to their solution. The assembly and interchange of collective

thought and experience left each participant a better informed and broader man than before.

"The magnetism of the presence gave an inspiration that will last for a long time to come and tends to aid one to attain a higher plane.

"It is this valuable part of the convention that will be difficult to convey to the absentee.

"The convention laid down an ambitious program for your state officers to develop and they are going to try to live up to expectation by helping the local members to make continuous progress. At this time we can only name some of the features requiring attention: Business Ethics and Uniform Trade Practice. Better Materials. Standardization. Sheet Metal Cornices. Cost Accounting. Uniform Contracts. Coöperative Advertising. Municipal Furnace Codes. Intensive Organization Work.

"You can realize that this program will supply the work to make frequent meetings of local associations very interesting.

"The Sheet Metal Contractors Association of Ohio,

"GEORGE F. MOONEY, Secretary."

Grand Rapids Sheet Metal Men and Families Enjoy Their Annual Outing August Second.

The sixth annual outing of the Grand Rapids Sheet Metal and Heating Engineers was held at Bostwick Lake, Michigan, Saturday, August 2nd. Sixty-eight of the members and their families attended, making it the largest gathering ever sponsored by this live-wire organization.

Following a wonderful chicken dinner at Kitson's Hotel, a short program of talks was enjoyed. Harry Rhodes, the genial president, acted as toastmaster in his usual efficient manner. Miss Wormnest favored the audience with two splendid recitations. This, with community singing, concluded this part of the entertainment.

A program of sports, also arranged by clever Harry, was then started.

The games, prizes and winners were as follows:

Ladies' Tape Race—Ice teaspoons; won by Mrs. Earl Behler.

Men's Newspaper Race—Iced tea glasses; won by Henry Barkema.

Ladies' Ball Throwing Contest—Grape fruit set; won by Mrs. Frank Oole.

Men's Balloon Blowing Contest—Water set; won by Henry Delnay.

Ladies' Newspaper Race—Set of silver lace mats; won by Mrs. Peter Van Rossum.

Children's Ball Throwing Contest—Ball; won by Miss Wormnest.

Men's Ball Throwing Contest—Ash can; won by Isaac Lammers.

Children's Peanut Hunt—Breakfast set; won by Earl Oole.

Men's Diving Contest—Alarm clock; won by Clarence Wormnest.

The ball game was won by the team captained by Don Lamoreaux. The score was 12 to 9.

Following the ball game the ladies' grocery drawing contest took place. For this, neatly done up packages and baskets of groceries and vegetables were provided and each lady present received a prize.

This event concluded the most successful outing ever enjoyed by the Grand Rapids association.

Two Large Asbestos Companies Merge Under the Name of Atlas Asbestos Company.

A merger has been effected between Atlas Asbestos Company, Norristown, Pennsylvania, and Pennsylvania Asbestos Corporation, North Wales, Pennsylvania. Consolidated offices have been established in North Wales, and the new company will be operated as the Atlas Asbestos Company. Officers are J. C. Johnston, president and treasurer; W. E. Royer, secretary, and O. J. McGrath, superintendent.

The company manufactures automobile brake lining; Ford transmission lining; liquid asbestos roof coating; asbestos roofing cement; asbestos boiler covering cement; asbestos furnace cement and kindred products.

Pennsylvania Sheet Metal Auxiliary Has the Same Set of Officers and Directors.

At the close of the great chicken and waffle dinner, enjoyed by the Pennsylvania sheet metal men, the Distributors' and Travelers' Auxiliary held its annual meeting. While the business here was largely of a routine nature one important point came to the fore to demonstrate a needed change in the constitution to exclude from membership all except those handling metal products or accessories. The change, however, was not made until the regular meeting the following day, when it was voted that only those eligible to membership who "engage in the promotion and sale of sheet metal products and their essential accessories."

On the motion of W. H. Evans, Pecora Paint Company, it is to be the rule hereafter that the expenses of the president and secretary incurred in attending the annual state convention be paid by the auxiliary.

The following officers were re-elected:

Thomas R. Cook, Jr., Philadelphia, president.

Oliver C. Brooks, Philadelphia, secretary-treasurer.

William J. Gower, Jr., first vice-president.

Michael R. Rupp, second vice-president.

Directors: Thomas J. Quinn, Philadelphia; George J. Clautice, Jr., Baltimore; H. A. Stauff, Pittsburgh; R. L. McHale, Philadelphia.

Pattern Drafting Department of AMERICAN ARTISAN Is by Far the Best of All.

TO AMERICAN ARTISAN:

You have, in my opinion, a far better pattern drafting man at the head of that department than any other sheet metal publication. The layouts and patterns are the result of study, and the studying is done by the writer.

Respectfully,

PAUL REINHARDT.

—, Virginia.

Wisconsin Sheet Metal Contractors Are Carrying on Campaign With Architects.

Second Letter to Architects Contrasts Qualities of Copper With Those of Terra Cotta and Stone.

THE second of a series of letters to architects has been sent out by Secretary R. E. Kelm of the Master Sheet Metal Contractors' Association of Wisconsin.

In this second letter comparison is made between stone, terra cotta and copper cornices. The lightness, tensile strength and everlasting qualities of the latter metal are contrasted with those of stone as follows:

Second Letter to Architects.

"A very important part of a new building is its cornice, and naturally in designing, you consider a cornice from various angles.

"In making a comparison of the different kinds of materials used we find a great difference in weight, a stone cornice of the average type weighs 700 pounds per lineal foot, a terra cotta cornice of the same design weighs 225 pounds, while a copper cornice weighs only six pounds per lineal foot.

"A stone cornice would therefore weigh more than 116 times as much as a metal cornice, and in view of the fact that a metal cornice can be made just as artistic as one of stone, there is therefore nothing to be gained by choosing stone, and when it is considered that a cornice may be made of copper, which is everlasting, the point of durability is equal to stone and the metal cornice has in its favor the great saving in weight which is no small item when the dangers of a tremendous overhang in a stone or terra cotta cornice are considered.

"A stone or terra cotta cornice is only as strong as the joint which holds it together, and the attacking elements of weather are sooner or later bound to disintegrate the joint, while with a metal cornice the joints can be made so strong that the entire cornice will be like one continuous piece; this also would be a great advantage in case of fire, for the entire cornice would remain in-

tact while a sectional cornice would separate at the joints, and greatly increase the dangers of falling parts to passing pedestrians.

"The cost of stone, terra cotta and metal cornices varies to a great extent, a stone cornice will cost three times as much as copper, while terra cotta will cost nearly twice as much, which again shows a decided advantage in favor of the metal cornice.

"Again we ask that you place this letter on file for there will be other letters following setting forth further advantages of a metal cornice."

Chicago Sheet Metal and Furnace Contractor Invents Speaker Horn for Radio Unit Attachment.

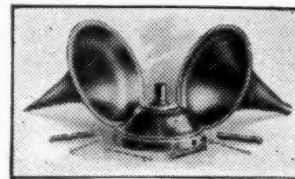
Charles O. Foedisch is in the furnace and sheet metal contracting business with his father, under the firm name of Foedisch & Son, at 4910 West Erie Street, Chicago, a section which a few years was nothing but prairie, but which is now thickly dotted with stores, residences and flat buildings.

He sells Utica Super-Smokeless warm air furnaces whenever he hears of a new house going up or of

an old furnace being ready for the scrap heap.

He puts up cornices, spouting and other typical sheet metal building work.

And he takes his surplus energy out in inventing radio appliances, his



Horn Taken Apart for Packing.

latest one being the speaker horn, shown herewith.

It is claimed that because of its construction this speaker horn gives a far better "tone" than the ordinary loud speaker.

Mr. Foedisch has obtained patents on this invention of his and is prepared to furnish the speaker horn in quantities from one to a thousand a week.

Frye Puts Problem Up to Frye and Allen.

Our readers will recall with interest and pleasure the discussion carried on in these columns on the matter of finding the radius of a circle the area of which is equal to the sum of the areas of two or more circles.

Now comes a letter from a railroad man—one of those fellows you kick when a shipment is late or smashed up—in which he puts a real problem up to Brother Frye in Tennessee and Brother Allen of South Dakota:

TO AMERICAN ARTISAN:

Being a freight representative of the Pennsylvania Railroad, I call upon some of your subscribers and sometimes while waiting to see the party with whom I wish to do business I read parts of your very interesting publication. Besides your serious and very instructive articles I have noticed the injection of some good and wholesome fun, which, to my mind, is an asset to any publication.

I refer, particularly, to the articles by Mr. Allen of South Dakota,



Speaker Horn for Radio Unit Attachment.

record the material used on the other side. When the job is completed, the time is figured up at the rate of \$2 per hour, which includes overhead and material at a fraction above cost. This gives me the cost of the job. By doing this I know just how much profit was made on the job. This record also shows me whether the job was taken too cheaply. My motto is: "A fair profit on every job."

I like Mr. Stowell's "Specification Sheets," and will have some printed like them. Perhaps some shop owner may be able to work out something similar to the card I have shown heretofore, because I believe every shop should use some type of job cards.

Yours very truly,

R. H. GUENTHER.

Chicago, Illinois.

Taylor Roofing Tin Stands Up Under Acid Test of Thirty-Five Years of Continuous Service.

Effectively Establishes Excellence and Durability of High-Grade Metal Roofing Materials.

THE superiority of tin and other everlasting materials over the composition roofings is constantly being proved to the satisfaction of makers and users of the metal coverings.

H. N. Taylor, president of the N. & G. Taylor Company, Philadelphia, sent us the following letter, which explains itself, and also carries with the sentiment of pride of the firm it represents in work well done:

TO AMERICAN ARTISAN:

On June 26th, 1924, L. A. McQuown, manager of the McQuown Sheet Metal Company, Punxsutawney, Pennsylvania, sent us a sample of Taylor roofing tin from a tin roof recently removed, which had been in service approximately thirty-five years. The tin was purchased by A. N. McQuown of that organization and applied by him to a building in Punxsutawney. The building is located about three hundred feet from a glass furnace and approximately 1,000 feet from the

Who Makes "Wheeler" Stove Pipe Crimper?

TO AMERICAN ARTISAN:

Can you tell us who makes the "Wheeler" stove pipe crimper, formerly made by W. A. Wheeler of Indianapolis, Indiana?

Yours truly,

J. C. ZIEGLER MANUFACTURING COMPANY.

Real Dignity Creates Favorable Impression.

Real dignity always creates a favorable impression. But it must be real, else it is amusing. This does not mean that the salesman is encouraged to simulate the kind of dignity that is known as pompousness. He doesn't have to throw out his chest, strut, or talk in a deep bass voice.

Notes and Queries

Repairs for "Home Queen" Range.

From Percy H. Smith, 201 Twelfth Street, Fulton, Missouri.

Where can I get parts for the "Home Queen" steel range?

Ans.—Northwestern Stove Repair Company, 662 West Roosevelt Road, Chicago, Illinois.

"Ideal" Gasolene Gas Machine.

From Chris Ehlinger, Vinton, Iowa.

Can you tell me where the "Ideal" gasolene gas machine is made?

Ans.—This was at one time made by a concern in Davenport, Iowa, now out of business. As far as we have been able to learn, there are no successors.

"Siebert" Oil Burner.

From A. Y. McDonald Manufacturing Company, 1201 Dodge Street, Omaha, Nebraska.

Can you tell us who makes the "Siebert" oil burner for furnaces?

Ans.—Siebert Oil Burner Company, 710 North Main Street, San Francisco, California.

Brass.

From R. W. Tyler, 34 North First Avenue, Canton, Illinois.

Can you refer me to a firm in Chicago from whom I can buy a sheet of brass 6 inches wide, 24 inches long and 1-16 inch thick?

Ans.—Merchant and Evans Company, 347 North Sheldon Street, Chicago, Illinois.

Request for Standard Installation Code.

From Quinn Wire and Iron Works, Boone, Iowa.

Will you kindly have the National Warm Air Heating and Ventilating Association forward us copies of the Standard Code?

Ans.—Your request has been forwarded to Allen W. Williams, Secretary National Warm Air Heating and Ventilating Association, 52 West Gay Street, Columbus, Ohio.

"James" Oil Burner.

From Joseph H. P. Mossey, St. Albans, Vermont.

I should like to know who makes the "James" oil burner for furnaces.

Ans.—James Oil Burner Company, Union Trust Building, Pittsburgh, Pennsylvania.

Coördinating Sports and Sporting Goods To Make This Window Display A Potent Factor In Retail Selling.

*Sporting Goods for the Whole Family,
That Is, If Ma Skates and Pa Plays Golf.*

THERE is one type of buyer who prefers above everything else to give what he or she terms "sensible" gifts. Now, to our mind, it is a pretty hard task to draw the line defining a sensible gift. It seems that each individual recipient would be the judge as to whether or not the gift was sensible from his or her point of view. But the words sensible or practical gifts, when seen in print, have a certain

age or sex of the individual who is to receive the present it can be found.

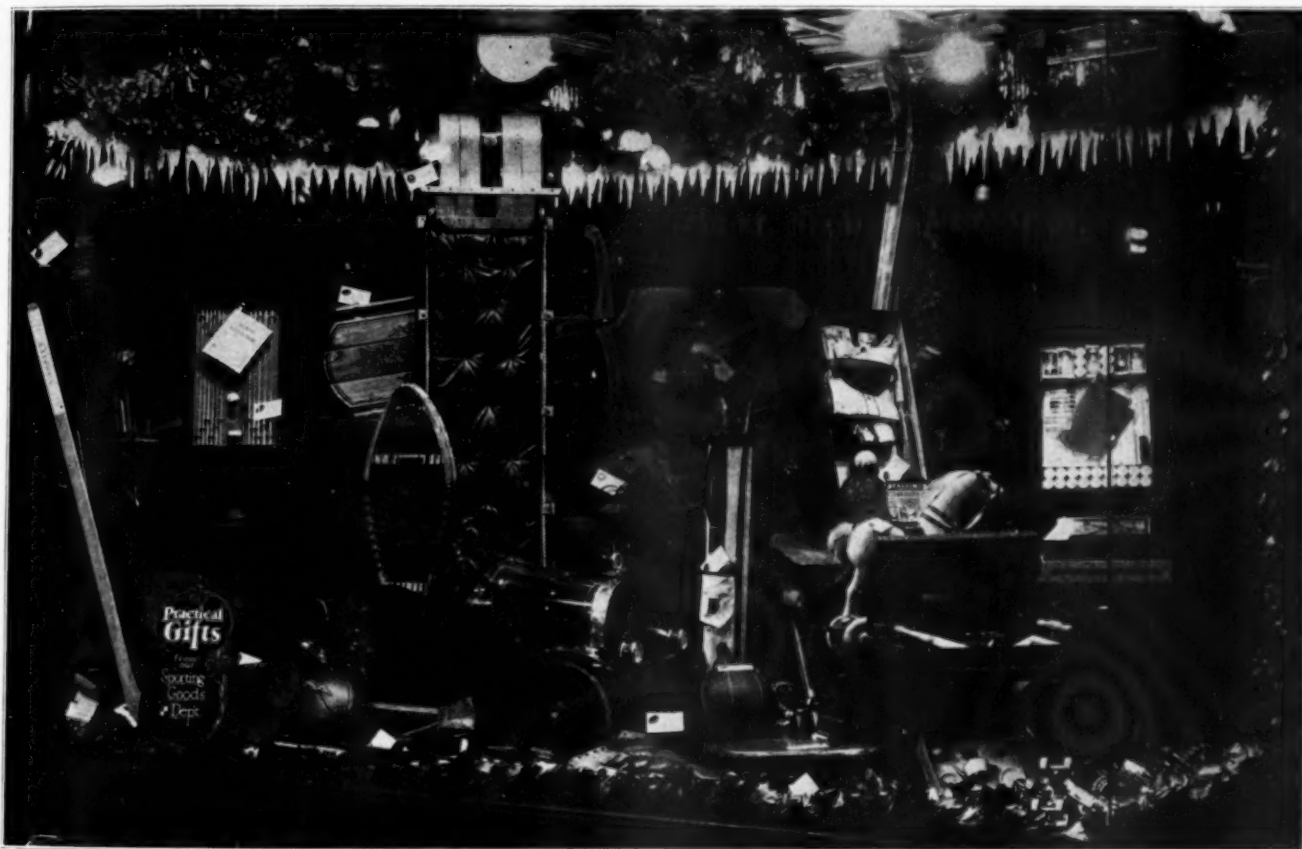
The window was arranged by Everetta A. Lawrence, 326 Main Street, Springfield, Massachusetts.

Golf sticks and shoes, roller and ice skates, camping outfits, sleds, automobiles, skis, snow shoes, basketballs, punching bags, baseball paraphernalia, toy engineering sets are all present.

The fact is that the arrangement is so well carried out as to conceal the overly large number of articles in the window. The window is well designed and the arrangement carried out well in every detail.

The "Even Break" Sale Will Help Move Your Stickers.

Often times, merely a different angle will enable you to clear your



Sporting Goods Window Display of More Than Ordinary Merit Arranged by Everetta A. Lawrence, 326 Main Street, Springfield, Massachusetts, Which Produced Very Gratifying Results for Its Owner.

very definite psychic power over the prospect casting about for something to buy.

The accompanying practical gift window display has, indeed, a great deal to commend it once viewed, even the most exacting person would not fail to find what he or she were looking for in it. Regardless of the

Gazing upon the window, as one does in passing, the scene strikes him with a compelling force. It engages interest immediately.

One would prone believe the window too full, but sales results compel us to accept the fact that its owner was more than gratified with the sales which it produced.

shelves of old stock. Most selling is done through an "idea." If the idea takes hold the sale is made. If you want to move some merchandise, announce that you are holding "An Even Break" Sale on this merchandise. Take some black enamel and draw a thin line across your window glass, so it will appear as if it had

been broken evenly. Use a sign that reads: "It's an Even Break." All we're going to do is to get our money back and to make room for new goods which are arriving.

Paint Manufacturers Warned Against Misleading Use of Term of White Lead.

The labeling and branding of the products of two manufacturers of paints, with their principal offices in New York city, is questioned by the commission. A lead compound labeled, "Gold Seal White Lead," sold by the concerns, does not contain more than 1 per cent of sulphate or

carbonate of lead, the commission charges, in its complaint, explaining that the term "White Lead" is commonly used by the trade and the general public to designate sulphate of lead or carbonate of lead.

The complaints allege that the labeling and branding of the concerns' products in the manner described has a tendency to mislead and deceive the trade and the public into the belief that sulphate of lead or carbonate of lead is in point of quantity the principal ingredient in the concerns' products, when it is alleged that as a matter of fact neither of those compounds of lead is the principal ingredient.

Make the Appearance of Your Store and Stock Have Favorable Effect Upon Customer.

The Scientifically Decorated and Arranged Store Puts Both Clerks and Customers in a Mood for Business.

CLEANLINESS and sanitation are two factors which must be given consideration in every retail store.

No woman and few men care to enter a filthy, slovenly, foul smelling and fly infested store.

It seems foolish to harp on a subject which everyone hears more or less from day to day, but in spite of it all, many storekeepers are indifferent in regard to the appearance of their establishments. Often the display windows are left unwashed and dirt is permitted to accumulate on the articles displayed. Then, too, the goods on the counters are placed helter skelter and every which way. The owner perhaps knows just where to lay his hands on everything the customer asks for, but by leaving his goods lie around this way he is losing the aid of the best salesman he could have.

People are influenced to buy the things they see and not the things stuck away out of sight.

Once the retail merchant has been prevailed upon to beautify his store, the selection of colors is most important. Shall the ceiling of the store be painted with a bright,

glossy white that will cast shadows, that will affect the eye sight of his clerks and irritate his customers or would it be better to put on a soft, dull white that would give an even diffusion of light, making it easier

NOTICE TO SUBSCRIBERS

SUBSCRIBERS to AMERICAN ARTISAN AND HARDWARE RECORD will confer a favor if they will advise our Circulation department of any delay or irregularity of their paper.

Prompt action on the part of our readers will materially aid in maintaining a perfect delivery system. Just drop a postal whenever you have cause for complaint and prompt attention will be given the matter. This coöperation will enable us to give each subscriber the very best service possible.

for both the customer and the clerks? In the selection of side wall colors, would it be best to paint them a glaring red that would be irritating and depressing to his clerks and to his trade or would it be better to use a blue that stimulates calmness and seriousness, a green that stimulates happiness or a yellow that stimulates amiability?

Would it not be well to include a touch of orange that stimulates the spending of money?

These are questions that are deserving of his most serious consideration. The greatest bugaboo in the mind of the retail grocer today is the rapid expansion of the great chain stores. If he would successfully meet this serious competition, he must follow their example. Their success is not based upon vast buying power and consequent cut prices, but is based upon scientific store management. One of the most important phases of this store management is the decorative scheme. You are all acquainted with the United Cigar Stores. Their bright vermilion store fronts call to every man who smokes, yet it is upon the interior that they have done their very best work. Most of these stores are merely holes in the wall, yet when you enter one, you have a feeling that there is ample space to move around in and to purchase your needs. If we should take the actual measurements of these stores, we would be amazed to find out how really small they are. This illusion is brought about by the proper use of color.

Large institutions such as Marshall Field and Company of Chicago, spend a vast amount of money each year to keep their stores bright, clean and attractive.

Those of you who live in the territory served by the Standard Oil Company are familiar with their service stations decorated with red, white and blue. The interior of the station has been carefully finished to make it appear home-like to the attendant so that he may at all times be in a cheerful frame of mind to meet his customers.

If these great companies can afford to go into this question as thoroughly as they do, do you not think that it would be worth while for your retail grocer to do the same?

A big man is usually a little man who took advantage of an opportunity.

Render Service to Customer By Suggesting Proper Kitchen Arrangement to Save Steps.

Services of This Kind Are Always Appreciated and Are Productive of Future Good Will.

THERE are two kinds of hardware merchants: the one who sits down and waits for business and the other who grasps every opportunity to increase his sales.

Now, increasing sales is a science just as much as is the study of chemistry. Thought directed to the attainment of any object, be it making sales or to the solution of some mathematical problem, must be organized. Hap-hazard thinking like hap-hazard effort will never produce results commensurate with the time and labor spent.

The basis of all sales making is service. Render service and you will make sales. You say: "Well, where is it possible to render a service in selling a stove or a refrigerator? The customer buys it and you deliver it and set it up wherever the customer wants it."

Did it ever occur to you that perhaps the customer would appreciate a few suggestions on the proper arrangement of the kitchen so as to save the lady of the house so many steps. Other merchants have done this with good effect and have made life long customers in this way. Many people would go on walking back and forth from sink to stove, year after year, when a little thought or a suggestion from an outsider experienced in that sort of work could lessen the number of steps necessary when working in the kitchen.

Each kitchen would have to be arranged according to its size and general contour. In this way, too, the person inspecting the kitchen would be enabled to make other suggestions for kitchen utensils.

He also becomes better known to the customer and in this way business relations are made more congenial and conducive to the making of greater profits.

This kitchen arrangement suggestion is only one of the many that

can be found to interest the customer.

Is Too Easy Credit a Cause for Commercial Fraud?

The proportions reached by crime in the commercial field claim the close attention and critical study of all interested in the future of American credits.

Following the expansion of our credit system through numerous decades, it has seemed strange that one cannot put his finger on the chief causes of this criminal outburst. There is no doubt but that free selling on too easy credit terms has encouraged the devious tendencies; but aside from this responsibility resting on the seller, there is a breaking down in morals from causes that would test our best pathological skill to discover.

There drifts to us from London the news that Great Britain has suffered in business of late a moral debacle. The Honorable Sidney Webb, president of the Board of Trade, expresses the belief "that a system of law and a system of prosecution should be brought about that would put a stop to the abuses of credit." The news from our neighbor across the seas contains a familiar ring for it seems that the crooked games practiced on the business of our country are being tried with considerable success over there.

"Credit swindlers are now becoming so common," says the message, "that they are threatening the whole basis of credit, and even affecting wholesale and retail quotations. Prudent traders have had to increase their margin of allowance for losses through supplying goods to shopkeepers who fail and vanish."

The National Association of Credit Men in line with its long established policy and its firm belief in the necessity of the work will en-

deavor to secure sinews sufficient to carry it on effectively and to meet all of the exigencies of the situation. An income annually of at least \$500,000 for several years would provide a fund large enough in all probability to police the country and to make the ways of the commercial crook unprofitable.

There is a clarion ring throughout the body of business for an arising to this situation that has developed so rapidly of late. There is a demand that we recognize that failure to play a proper and adequate part in providing the needed sinews and reaching out for the detection and punishment of persons who have intentionally deceived and defrauded will bring serious injury to our commercial texture and add to the costs of doing business.

Cultivate Good Manners for the Visitor Who Calls But Doesn't Buy.

One of the easiest things for a clerk to do is to be courteous to a person who has just bought a large bill of goods in the store. This comes natural to almost everybody.

However, the task before the young clerk is to diplomatically handle the customer who does not know what he wants, but "just dropped in to look around." These "drop ins" are just the ones the clerk should proceed to operate upon, and still some clerks, when told by the "drop in" that he or she is just looking around, either leave the customer abruptly without a word as something to be dropped like a mouthful of hot potato, or they appear generally discourteous. Favor can never be courted by discourtesy, and the true salesman would rather cut off his right hand than have it appear that he was being rude or ungentlemanly before a customer.

When a person buys goods the salesman has established a meeting ground.

It's different with the customer who doesn't buy. To visit a store hoping to find the satisfaction of a need, and to be disappointed, doesn't predispose the visitor to come back.

That is why it is so important that he be sent away cordially and pleasantly. When the sale is lost, what the clerk is working for then is another store visit. The lost sale may not be of much consequence if the visitor goes away to come again, but if the clerk doesn't rise to what is demanded of him, doesn't send the visitor away pleasantly, it is a disastrous thing.

So cultivate your very best manners for the visitor who calls but doesn't buy. Even if you don't sell merchandise, sell yourself, the store to him. So impress him with your courtesy and pleasant desire to do your best for him that he will be pleased by it and will remember it and come again.

Perpetual Inventory as Important as Making Sales.

In almost every store there can be found obsolete and unnecessary quantities of goods running into hundreds and perhaps thousands of dollars. This unproductive investment with its burden of overhead quickly absorbs the profit from active stocks.

Not long ago a store was visited which has been under one ownership for 35 or 40 years. A complete inventory has never been taken. An inventory was once started for income tax purposes, but when about half completed the owners stopped, because they had already listed more goods than they supposed they had.

From appearances there was little doubt about the quantity of goods on hand, but there was grave doubt about their value, a goodly portion bearing evidence of having been part of the original purchase.

Hundreds—perhaps thousands—of dollars tied up all those years in useless stock. How much might those dollars have earned in productive investment!

The keeping of a perpetual inventory and its continual study is the best way to keep active merchandise stocks and speed turnover, but the majority of merchants have the er-

roneous impression that this requires too much time and effort.

It will be extremely advisable for those holding this viewpoint to change it at once. Looking after inventories is a part of the business just as much as is selling, yet no business man would say that he is too busy to sell goods. He might as well say he was too busy to do business.

The proper kind of stock records will give the merchant a perpetual inventory.

Purchase Advertising Space on Reverse Side of Ice Cards.

The hardware retailer who can purchase from ice companies the use of the blank space on the reverse side of the cards they supply to housewives, will obtain an advertising space with continued value. As known, housewives display these cards in window or on door whenever ice is wanted. When not in use they are hung on the inside of house (generally in kitchen) blank side out. By filling this blank space with a list of products kept in stock at all times, the retailer will secure many orders obtained through suggestion of the card on the kitchen wall.

Except the necessities of life, probably the most useful commodity in summer is ice. So instead of using premiums or manufactured articles to draw trade, make arrangements with your local ice dealer honor ice tickets from your store. Advertise in your newspaper space and circulate literature that you will give ice tickets with each purchase of 25 cents or more. You can make your own schedule of amount of ice given with each purchase, because the price of ice varies in different towns.

Coming Conventions

Wisconsin Sheet Metal Contractors' Association Outing, Milwaukee, August 21, 1924. Paul L. Biersach, 661 Hubbard Street, or R. E. Kelm, 367 Third Street, Milwaukee.

National Hardware Association Convention, Atlantic City, New Jersey, Octo-

ber 13, 14, 15, 16, 17, 1924. Hotel Headquarters, Marlborough-Blenheim. T. J. Fernley, Secretary-Treasurer, 505 Arch Street, Philadelphia.

American Hardware Manufacturers Association Convention, Atlantic City, New Jersey, October 14, 15, 16, 17, 1924. Hotel Headquarters, Marlborough-Blenheim. F. D. Mitchell, Secretary-Treasurer, 1819 Broadway, New York City.

Kentucky Hardware and Implement Association Convention, Jefferson County Armory, Louisville, week of January 18, 1925. J. M. Stone, Secretary-Treasurer, 200 Republic Building, Louisville.

Western Retail Implement and Hardware Association Convention, Kansas City, Missouri, January 13, 14, 15, 1925. H. J. Hodge, Secretary, Abilene, Kansas.

Texas Hardware and Implement Association Convention, Dallas, Texas, January 20, 21, 22, 1925. Dan Scoates, Secretary-Treasurer, College Station.

Oklahoma Hardware and Implement Association Convention, Masonic Temple, Oklahoma City, February 3, 4, 5, 1925. Charles L. Unger, Secretary-Treasurer, Oklahoma City.

Nebraska Retail Hardware Association Convention and Exhibition, Omaha, February 3, 4, 5, 6, 1925. Convention headquarters, Rome Hotel. Exhibition, City Auditorium. George H. Dietz, Secretary, 414-419 Little Building, Lincoln.

Wisconsin Retail Hardware Association Convention and Exhibition, Auditorium, Milwaukee, February 4, 5, 6, 1925. P. J. Jacobs, Secretary-Treasurer, Stevens Point.

New York State Retail Hardware Association Convention and Exposition, Buffalo, February 10, 11, 12, 13, 1925. Headquarters, Hotel Statler. Exposition at the Broadway Auditorium. John B. Foley, Secretary, City Bank Building, Syracuse.

North Dakota Retail Hardware Association Convention (place not yet selected), February 11, 12, 13, 1925. C. N. Barnes, Secretary, Grand Forks.

Montana Implement and Hardware Association Convention, Helena, February 13, 14, 1925. A. C. Talmage, Secretary-Treasurer, Bozeman.

Pennsylvania and Atlantic Seaboard Hardware Association Convention and Exhibition, February 16 to 20, 1925, at Philadelphia Commercial Museum. Sharon E. Jones, Secretary, 604 Wesley Building, Philadelphia.

Minnesota Retail Hardware Association Convention, St. Paul Auditorium, St. Paul, February 17, 18, 19, 20, 1925. C. H. Casey, Secretary, Nicollet Avenue and Twenty-fourth Street, Minneapolis.

New England Hardware Dealers' Association Convention and Exhibition, Mechanics' Building, Boston, Massachusetts, February 23, 24, 25, 1925. George A. Fiel, Secretary, 10 High Street, Boston.

Michigan Retail Hardware Association Convention, Grand Rapids, February 24, 25, 26, 27, 1925. Hotel headquarters, Hotel Pantlind. A. J. Scott, Secretary, Marine City.

Southeastern Retail Hardware Association Convention and Exhibition, Birmingham, Alabama, May, 1925. Walter Harlan, Secretary-Treasurer, 701 Grand Theater Building, Atlanta, Georgia.

Arkansas Retail Hardware Association Convention, Little Rock, May, 1925. L. P. Biggs, Secretary, 815-816 Southern Trust Building, Little Rock.

National Retail Hardware Association, Philadelphia, June, 1925. H. P. Sheets, Secretary, Indianapolis.

Vacation Time Will Soon Be Over, and It Is Time to Prepare for a Good Fall Stove Season.

People Will Buy Useful Articles Even if They May Not Be Willing to Spend Money for Luxuries.

THIS article really ought to go on the editorial page but as it was published in the August number of "The Magic Chef," the excellent house organ of the American Stove Company, we are going to make use of it in our Stove and Range Department:

Up and at 'em!

"Summer with its natural indolence is passing. Soon the last fish-line will be wound on its reel, the niblick and mid-iron will be speared into the golf-bag, straw hats and B. V. D.'s will be tossed into rag-bags, the fly-screens and awnings will be taken from windows and porches, and we'll all settle down to work so we will have the wherewithal to repeat our favorite summer pastime next year.

"The conscientious business man at the end of the summer has about the same feelings that a hard-drinker has after too much drinking—Remorse. He feels that if he'd done less fishing, less golfing, less mowing the lawns, and more work at the office that the sales chart wouldn't show the big dip during June, July and August.

Profitable Sales Period Is Just Ahead.

"Yet if he hadn't done those things he would not be in the fit mental and physical condition he now is to take advantage of that profitable period of the year which begins in low about September first and ends in high December 24th.

"The human machine needs rest, lubrication and repairs just as much as drill-presses, lathes, and steam-engines need them. So what the business machine may have lost in profits the human machine has gained in health and happiness.

"Lost profits can be regained. Lost health never can. So if you find yourself with a few less dollars at the end of the summer, but with a healthy body and a mind filled with pleasant recollections, jump

into your overalls and go after the few dollars you've lost as fast as you can.

"The year of 1924 so far has not been very kind to retailers in general. It has not been kind to retailers of luxuries especially. Motor cars, talking machines, radio sets, furs and jewelry aren't selling as easily as they did.

"But the American people still have money—billions! And as is usual with the American people they're not going to bury it in the ground, but spend it—for necessities.

"The American public will continue to eat and eat well. It will continue to buy the best of appliances for the preservation and preparation of food—refrigerators, kitchen cabinets, cooking utensils, gas ranges.

"Every year more than a million newly-weds furnish homes. Every year tens of thousands of new homes and apartments are built. Every year more than a half million gas ranges are replaced with new cooking appliances. And these things happen in good times and dull times. It's a fine business—if you get your share of it.

"So roll up your sleeves, spit on your hands, let the playtime of summer become only a happy memory, and before January 1, 1925, you'll be planning next summer's rest and recreation—with your mind made up that you've earned it. Now! All together! Up and at 'em!

Quincy Stove Merchant Sold \$20,000 Worth of Oil Stoves in 1923.

Sometimes it takes a little thing to start sales growing beyond the highest expectations. Four years ago the Merkle Hardware Company, Quincy, Illinois, concentrated on one line of vapor oil stoves. A demonstration was held and considerable

advertising was done. The sales for the first year amounted to \$1,500. The second year showed over 100 per cent gain—\$3,500. The third year sales had jumped to \$10,000, and the fourth year the record went to \$20,000. As an example, this firm sold fifty-two stoves in fourteen days.

Why Stoves Are Sold More Successfully on the Second Floor Than the First.

General experience shows that it pays to isolate the stove department. Controversy has been warm in many instances on the advisability of relegating the stove department to the second floor. Some few merchants maintain that people absolutely refuse to climb stairs to view stoves and for that reason many sales have been lost.

This is questionable, however, in view of the fact that in most cases where sales have been lost, the chief difficulty was the inability of the salesman to center attention. Other people entering the store in the vicinity of the customer with the salesman cause distractions, as do people passing in the street.

Factors of display also enter and to a large extent influence the sale.

When the stove is placed on the second floor there is plenty of room for the customer to walk around undisturbed for inspection purposes. At the same time the salesman can secure the undivided attention of the customer. The customer feels more at ease and asks questions much more readily when alone with a single salesman than when other customers are in the immediate vicinity. To test the veracity of this, take a customer out into the display window and note how little of the person's attention you will be able to secure.

Because the upper floors give more space for display, because the salesman can secure the undivided attention of the customer when taken away from the distractions of the lower floor the second floor is found to be the best location to sell stoves.

Successful Advertisements Actually Create a Demand Where None Existed.

This They Cannot Do, However, Unless Constructed With Regard for Viewpoint of Reader.

EVERY young man at least prides himself on being able to do many odd jobs about the house. The creative instinct in man is very strong and it is given expression in his puttering about the house in his spare moments.

Unfortunately many men do not see the advisability or the necessity

of properly equipping themselves with tools for doing these odd jobs. Who has not seen the man of the house wondering about looking for a hammer or a wrench? Too many of them find it easier to borrow and then forget to return tools of this sort. Here, then, we find a masculine human trait which can be cap-

italized upon, and the accompanying advertisement, taken from the *Decatur, Illinois, Herald*, is a good representation of an appeal to the pride of every man in his ability to do odd jobs about the house.

The fact that a man is not a mechanic by trade makes little or no difference in the ultimate success of the appeal. If he is not a mechanic by trade he takes a great delight in creating things about the house during leisure moments.

The headline on the advertisement is very well aimed at a particular group of men and the appeal works with a will. The appeal which follows the head is also very good. It is directed at the fellow who says: "Oh, I'm no mechanic. I couldn't drive a nail straight if I tried." The fact is that he doesn't know whether he could or not, having never tried, and the Morehouse & Wells Company is simply trying to get him to try.

* * *

There are various types of Saturday special sales. Their utility has been proved. In the country towns the family comes into town on Saturday afternoon and night without

SATURDAY ONLY
Standard Cold Blast Short Globe
LANTERNS
One Dollar Each
 THE
Crobaugh Hdwe. Co.

fail. The object, then, is not to get them into town, but to get them into your store in preference to going somewhere else to make their purchases.

The ad shown is taken from the *Tiffin, Ohio, Tribune* and for a small ad it is well laid out.

* * *

Real advertising will always increase sales.

Handy Tools for Household Use



Are you the handy man around your house? If not, it probably is because you haven't had the tools to do the many jobs that every home has. There is a lot of satisfaction in having a good kit of tools in your home, and it is not an expensive proposition either. Come in and talk to our tool man. We can fix you up with everything from a tack hammer to a complete set of tools in a neat tool chest.

Nail Hammers	50c to \$1.60	Levels	65c to \$6.50
Hand Saws		Bit Brace	\$1.00 to \$5.00
Planes	40c to \$7.00	Sets of Auger Bits	\$3.00 to \$6.50
Squares	75c to \$4.00	Hand Drills	\$2.25 to \$4.00
Screw Drivers	10c and up	Automatic Drills	\$2.75 to \$3.25
Pocket Rules	20c and up	Hatchets	75c to \$2.25
Pliers	50c to \$3.75	Chisels	50c and up
Complete Tool Outfits	\$10.00 and up		

Why Mechanics Buy Tools Here

Mechanics' judgement on tools is the best. They are the men who know, who by actual use have demonstrated to their own satisfaction which brand of tools is best suited to their needs. We always have had a big business from our friends, the carpenter, the machinist, the electrician, the plumber, the brick mason, the steam fitter, the garage mechanic, the plasterer, and the cabinet maker. And here is the reason, look over this list of highest grade tool manufacturers in the world.

Stanley Planes and Carpenter Tools.
 Diston and Atkins Saws.
 Buck Bros. Chisel.
 Jennings, Irwin and Ford Auger Bits.
 Greenfield Taps and Dies.
 Whitman & Barnes Drills.
 Trimo Pipe Wrench and Pipe Tools.
 Toledo Pipe Stocks and Dies.
 Yankee Hand Tools.

Nicholson Files.

Goodell Pratt Tools.
 Plumb Hammers and Hatchets.
 Starratt Machinist Tools.
 Marshalltown and Atkins Trowels.
 Klein, Utica & Krauter Pliers.
 India and Carborundum Oil Stones.
 Billings & Spencer Wrenches.
 Sargent Squares.
 Parker Vises.

Hygrade Electric Lamps

How is your supply of Lamps? The season of long evenings is here, so we suggested that it would be well to stock up. Our line of Hygrade is complete in everything from 10 watt to 300, and every Hygrade Lamp is guaranteed to excel the United States Government specifications.

10, 15, 25, 40 and 50-Watt Lamps, each	32c
60-Watt Lamps, each	37c
50-Watt Gas Filled Lamps, each	50c
75-Watt Gas Filled Lamps, each	55c
100-Watt Gas Filled Lamps, each	70c

Morehouse & Wells Co.

"The Best Grade For the Best Trade"

Growing Confidence Building Groundwork for Gradual Expansion of Industry.

Prices of Most Non-Ferrous Metals Advance, Due to Application of Dawes Plan.

DEFINITE trade improvement in the iron and steel industry and in a number of other basic industries is under way. The actual increase in business is only moderate. Growing confidence, however, is building the groundwork for gradual expansion. Some authorities believe that the trend is beginning to smack of inflation, influenced by unequalled gold resources.

Four strong pillars give strength to the situation. These are the advances in prices of farm products, money rates which continue at the lowest level since the war, curtailed industrial output, checking overproduction and progress toward the adoption of the Dawes plan for the settlement of Europe's chief troubles.

Automobile manufacturers are beginning to increase operations slightly. Employment in Detroit, after declining for more than two months, has increased in two successive weeks. Stocks of cars have been pretty well liquidated and new models are counted on by manufacturers to quicken demand. Bus manufacturers have all they can do.

The stock market, spurred by cheap money and an improving outlook for industrial earnings, has gone into new high ground for the year. Trading for more than two weeks has exceeded a million shares daily. Foreign exchanges have advanced with the brightening prospects of settlement in Europe. Sterling is close to its high point for the year.

Copper.

Copper reacted from 13.25 cents. Connecticut, to 13 cents on August 1, but the announcement of the allied agreement on August 2 caused quick elimination of 13-cent metal on August 4, with 13.37½ cents done later.

All the descriptions of copper,

from lake to secondary metals and metal products, have fluctuated in activity and strength, in accordance with Electrolytic.

Base prices of copper and brass products were advanced ¼ cent July 29.

The Chicago sheet and tubing price remains unchanged from last week.

Tin.

Tin has continued to rise, due to the bull operations of powerful traders in London and in spite of lack of buying interest on the part of American consumers, who consider the price too high.

The July 31 statistics were not favorable, showing a slight increase in the world visible supplies, a decline in American deliveries under 4,000 tons and available stocks in New York of about 5,000 tons. Prices, however, have risen well above 50 cents, the highest price in five months.

Chicago pig tin, \$55.25; bar tin, \$56.25.

Lead.

The lead price reacted from its high of 7.75 cents, New York, and 7.50 cents, East St. Louis, in the open market, to 7.60 cents, New York, and 7.35 cents, St. Louis, on profit-taking sales by speculators.

For two weeks business was extremely active, due to anticipatory purchases by consumers against fall business and to speculative purchase by dealers. In the past week the market has been quiet.

Zinc.

Zinc has been strong on buying by operators. Though last week the prime western market reacted from 6.05 cents to 5.95 cents, renewed speculative interest August 4 caused a recovery, and later 6.12½ cents, East St. Louis, was bid for August

shipment, with slight premiums asked for futures.

Solder.

Chicago warehouse prices on solder are as follows: Warranted, 50-50, \$31.50; Commercial, 45-55, \$30.75, and Plumbers', \$29.50, all per 100 pounds.

Wire and Nails

Wire products are growing slightly more numerous and specifications against contracts are larger than in many weeks.

While some nails have been sold to large jobbers at 2.80 cents, the regular market still is quoted at 2.85 cents, base Pittsburgh, other concessions being confined to freight equalizations where Ohio makers' nails compete, and these concessions amount to only a few cents. Plain wire holds firmly at 2.60 cents, base Pittsburgh.

Bolts and Nuts.

Better sentiment noted the past few weeks in the bolt and nut market has been sustained this week by the receipt of more attractive specifications from implement makers than they have put out in some months.

While the outlook for recovery in the automobile industry is good the pull probably will be long.

Another maker of bolts and nuts has withdrawn its low prices and price sentiment is decidedly firmer, with 60 and 20 off on large machine bolts more firmly established.

Tin Plate.

Large can makers have about finished sending in their tin plate specifications for September requirements. Around August 15 or later they will send in October specifications, although so far nothing has been done by producers as regards last quarter bookings.

Tin plate consumers and produc-

Chicago Warehouse Prices on Hardware and Metals.

AMERICAN ARTISAN AND HARDWARE RECORD is the only publication containing Western Hardware and Metal prices corrected weekly.

METALS

PIG IRON.

Chicago Foundry	20 00
Southern Fdy. No.	
2	24 01 to 24 51
coal	29 04
Malleable	20 00

FIRST QUALITY BRIGHT TIN PLATES.

IC	20x28 112 sheets	25 80
IX	20x28	27 25
IXX	20x28 56 sheets	15 35
IXXX	20x28	16 45
IXXXX	20x28	17 55

TERNE PLATES

	Per Box
IC 20x28, 40-lb. 112 sheets	\$25 10
IX 20x28, 40-lb. "	28 00
IC 20x28, 30-lb. "	21 30
IX 20x28, 30-lb. "	24 20
IC 20x28, 25-lb. "	20 30
IX 20x28, 25-lb. "	23 20
IC 20x28, 20-lb. "	17 80
IV 20x28, 20-lb. "	20 65
IC 20x28, 15-lb. "	16 55
IC 20x28, 12-lb. "	15 25
IC 20x28, 8-lb. "	13 55

COKE PLATES.

Cokes, 80 lbs., base, 20x28	\$12 70
Cokes, 90 lbs., base, 20x28	12 95
Cokes, 100 lbs., base, 20x28	13 25
Cokes, 107 lbs., base, IC	
20x28	13 60
Cokes, 135 lbs., base, IX	
20x28	15 40
Cokes, 155 lbs., base, 56 sheets	8 80
Cokes, 175 lbs., base, 56 sheets	9 70
Cokes, 195 lbs., base, 56 sheets	10 65

BLUE ANNEALED SHEETS.

Base 10 ga.per 100 lbs.	3 80
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ONE PASS COLD ROLLED BLACK.

No. 18-20.....per 100 lbs.	\$4 30
No. 22-24.....per 100 lbs.	4 35
No. 26.....per 100 lbs.	4 40
No. 27.....per 100 lbs.	4 45
No. 28.....per 100 lbs.	4 50
No. 29.....per 100 lbs.	4 60

GALVANIZED.

No. 16.....per 100 lbs.	\$4 75
No. 18-20.....per 100 lbs.	4 90
No. 22-24.....per 100 lbs.	5 05
No. 26.....per 100 lbs.	5 20
No. 27.....per 100 lbs.	5 35
No. 28.....per 100 lbs.	5 50
No. 30.....per 100 lbs.	6 00

BAR SOLDER.

Warranted.	
50-50.....per 100 lbs.	31 50
Commercial.	
45-55.....per 100 lbs.	30 75
Plumbers.....per 100 lbs.	29 50

ZINC.

In Slabs.....	6 85
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SHEET ZINC.

Cask lots, stock, 100 lbs.	11 50
Less than cask lots, 100 lbs.	11 75

BRASS.

Sheets, Chicago base.....	18c
Mill Base.....	16 1/2c
Tubing, brazed, base.....	24 1/2c
Wire, base.....	16 1/2c

COPPER.

Sheets, Chicago base.....	19 1/2c
Mill base.....	19 1/2c
Tubing, seamless, base.....	22c
Wire, No. 9 & 10 B. & S. Ga.	
.....	16 1/2c
Wire, No. 11, B. & S. Ga.	16 1/2c

LEAD.

American Pig.....	7 75
Bar.....	8 75

Sheet.	
Full Coils.....per 100 lbs.	11 85
Cut Coils.....per 100 lbs.	12 15

TIN.

Pig Tin.....per 100 lbs.	55 25
Bar Tin.....per 100 lbs.	56 25

HARDWARE, SHEET METAL SUPPLIES, WARM AIR FURNACE FITTINGS AND ACCESSORIES.

ADZES.

Coopers'.	
Barton's.....Net	
White's.....Net	

AMMUNITION.

Shells, Loaded, Peters.	
Loaded with Black Powder 18%	
Loaded with Smokeless Powder.....18%	
Winchester.	
Smokeless Repeater	
Grade.....20 & 4%	
Smokeless Leader	
Grade.....20 & 4%	
Black Powder.....20 & 4%	
U. M. C.	
Nitro Club.....20 & 4%	
Arrow.....20 & 4%	
New Club.....20 & 4%	
Gun Wads—per 1000.	
Winchester 7-8 gauge 10 & 7 1/2	
" 9-10 gauge 10 & 7 1/2	
" 11-28 gauge 10 & 7 1/2	

ASBESTOS.

Paper up to 1/16.....6c per lb.	
Rollboard.....6 1/2c per lb.	
Millboard 3/32 to 1/2.....6c per lb.	
Corrugated Paper (350 sq. ft. to roll).....\$6.00 per roll	

AUGERS.

Boring Machine.....40 & 10%	
Carpenter's Nut.....50%	
Hollow.	
Stearns, No. 4, doz.....\$11 50	
Post Hole.	
Iwan's Post Hole and Well 35%	
Vaughan's, 4 to 9 in.....\$15 60	

AXES.

First Quality, Single	
Bitted (unhandled), 3 to 4 lb., per doz.....\$14 00	
Good Quality, Single	
Bitted, same weight, per doz.....13 00	

BAR, CROW.

Steel, 4 ft., 10 lb.....\$ 80	
Steel, 5 ft., 13 lb.....1 40	
Pinch Bars.	
5 1/2 ft., 24 lb.....1 60	

BAR, WRECKING.

V. & B. No. 12.....\$0 30	
V. & B. No. 24.....0 42	
V. & B. No. 324.....0 57	
V. & B. No. 30.....0 48	
V. & B. No. 330.....0 63	

BITS.

All Vaughan and Bushnell.	
Screw Driver, No. 80, each	\$ 20
Screw Driver, No. 1, each	18
Reamer, No. 80, each.....	45
Reamer, No. 100, each.....	45
Countersink, No. 13, each.....	23
Countersink, Nos. 14-15, each	30

BLADES, SAW.

Wood.	
Atkins 30-in.	
Nos. 6 40 26	
\$8 90 \$9 45 \$5 40	

BLOCKS.

Wooden.....45%	
Patent.....45%	

BLOW TORCHES (See Firepots).

BOARDS.

Stove.	
Crystal, 33".....\$23 90	
Wash.	
No. 760, Banner Globe (single).....per doz. \$5 25	
No. 652, Banner Globe (single).....per doz. 6 75	
No. 801, Brass King.....per doz. 8 25	
No. 860, Single—Plain Pump.....6 25	

BOLTS.

Carriage.	
Small, roll thread.....50-10-5%	
Small and Large cut thread.....50-5%	
Machine.	
Small, roll thread.....60-5%	
Small, cut thread.....50-10-5%	
Stove.....70-5%	

BRACES, RATCHET.

V. & B. No. 444, 8 in.....\$4 54	
V. & B. No. 222, 8 in.....3 89	
V. & B. No. 111, 8 in.....3 55	
V. & B. No. 11, 8 in.....3 02	

BRUSHES.

Hot Air Pipe Cleaning.	
Bristle, with handle, each \$0 85	
Flue Cleaning.	
Steel Only, each.....\$1 25	

BURRS.

Copper Burrs only.....40-10%	
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BUTTS.

Steel, antique copper or dull brass finish—case lots—3 1/2 x 3 1/2—per dozen pairs \$3 66	
4 x 4.....4 92	

Heavy Bevel steel inside sets, case lots—.....per dozen sets 7 80	
Steel bit keyed front door sets, each.....1 90	
Wrought brass bit keyed front door sets, each.....3 25	
Cylinder front door sets, each.....7 50	

CEMENT, FURNACE.

American Seal, 5 lb. cans, net 45	
" 50-lb. cans, " 90	
" 25 lb. cans, " 2 00	
Asbestos, 5 lb. cans, net.....45	
Pecora.....per 100 lbs. 7 51	

CHAINS.

% in. proof coil chain, per 100 lbs.....\$8 50	
American coil chain.....40 & 10%	

CHIMNEY TOPS.

Iwan's Complete Rev. & Vent.....30%	
Iwan's Iron Mountain only.....35%	
Standard.....30 to 40%	

CHISELS.

Cold.	
V. & B. No. 25, 1/4 in., ea. \$0 26	
V. & B. No. 25, 1/2 in., ea. 38	
Diamond Point.	
V. & B. No. 55, 1/4 in.....0 33	
V. & B. No. 55, 1/2 in.....0 45	

Firmer Bevelled.

Round Nose.	
V. & B. No. 65, 1/4 in.....0 33	
V. & B. No. 65, 1/2 in.....0 45	

Socket Firmer.

Cape.	
V. & B. No. 50, 1/4 in.....0 31	
V. & B. No. 50, 1/2 in.....0 62	

CHUCKS, DRILL.

Goodell's, for Goodell's Screw Drivers.....List less 35-40%	
Yankee, for Yankee Screw Drivers.....\$6 00	

CLAMPS.

Adjustable.	
No. 100, Door (Stearns) doz.....\$22 00	

Carpenter's.	
Steel Bar.....List price plus 20%	

Hose.	
Sherman's brass, 1/4-inch per doz.....\$0 48	
Double, brass, 1/4-inch, per doz.....1 20	

CLINKER TONGS.

Front Rank, each.....\$1 75	
Per doz.....13 00	

CLIPS.

Damper.	
Acme, with tail pieces, per doz.....\$1 34	
Non Rivet tail pieces, per doz.....35	

COPPERS—Soldering.

Pointed Roofing.	
3 lb. and heavier.....per lb. 48c	
2 1/2 lb." 45c	
2 lb." 42c	
1 1/2 lb." 38c	
1 lb." 35c	

CORD.

No. 7 Std. per doz. banks.....\$10 30	
No. 8 " " " 11 75	

CORNICE BRAKES.

Chicago Steel Bending.	
Nos. 1 to 6B.....19%	

COUPLING HOSE.

Brass.....per doz. \$2 20	
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CUT-OFFS.

Kuehn's Korrekt Kutoffs:	
Galv., plain, round or cor. rd. Standard gauge.....40%	
26 gauge.....10%	

DAMPERS.

"Yankee" Hot Air.	
7 inch, each 20c, doz.....\$1 75	
8 " " 25c, " 2 40	
9 " " 30c, " 3 75	
10 " " 32c, " 3 00	

Smoke Pipe.	
7 inch, each.....\$ 35	
8 " " 40	
9 " " 50	
10 " " 60	
12 " " 90	

Reversible Check.	
8 inch, each.....\$1 50	
9 " " 1 70	

DIGGERS.

Post Hole.	
Iwan's Split Handle (Eureka)	
4-ft. Handle.....per doz. \$14 00	
7-ft. Handle.....per doz. 36 00	
Iwan's Hercules pattern, per doz.....14 90	

DRILLS.

V. & B. Star, 12-inch Length.	
1/4, 5/16 and 3/8, each.....\$ 27	
1/2, each.....38	
1, each.....67	
1 1/2, each.....85	

V. & B. Star, 18-inch Length.	
1/4, each.....\$ 35	
1/2, each.....47	
1, each.....73	
1 1/2, each.....1 10	

EAVES TROUGH.

Milcor.	
Galv. Crimpedge, crated.....75-5%	

ELBOWS—Conductor Pipe.

Milcor.....	
Galv., plain or corrugated, round flat.	
Crimp, Std. gauge.....65%	
26 Gauge.....40%	
24 Gauge.....10%	

Square Corrugated.	
Milcor.....	
Standard gauge.....50%	
26 gauge.....30%	

Portico Elbows.	
Standard Gauge Conductor Pipe, plain or corrugated.	
Not nested.....70 & 5%	
Nested solid.....70 & 5%	

ELBOWS—Stove Pipe.

1-piece Corrugated. Uniform.	
5-inch.....\$1 40	
6-inch.....1 60	
7-inch.....2 00	

Special Corrugated.

6-inch.....\$1 85	
7-inch.....1 65	

ers await with interest government reports on the corn and tomato crops, now overdue, to see whether preliminary estimates of tin plate requirements will fall short.

At present the outlook is for packs somewhat smaller than 1923, but in plate production for the year 1924 is not expected to fall much short of last year's output.

Tin mill operations still average in the neighborhood of 50 per cent of capacity.

The price of \$5.50 per base box of 100 pounds, Pittsburgh, remains firm. Some items of stock plate bring that figure, some \$5.35, and others down to \$5.15 and \$4.90, depending upon the desirability of the sizes offered.

Sheets.

The sheet industry has rounded the turn in tonnage, just as the steel trade in general has done. In each case the reference is to volume of sales and production, not to prices.

As to sheets, the average price of sales has been declining up to date, but changes in the past couple of weeks have been chiefly by way of the upper figures in the price range dropping, rather than the lower figures.

Mill operations are the test of sales, as there is little old business to be filled and mills in the past few weeks have not been producing for stock so far as known.

In blue annealed sheets quotations have been in the past few days 2.65 cents to 2.70 cents, noting that there were occasional sales at 2.60 cents, but now the sales at 2.60 cents have become sufficiently numerous to justify their inclusion in a quotation of the general market.

The leading interest is doing 2.70 cents right along, fully justifying inclusion of 2.70 cents in the price range, and some independents are probably obtaining the figure occasionally.

Black sheets we continue to quote at a general range of 3.50 cents to 3.60 cents. There continues to be a considerable tonnage moving at 3.60 cents.

Two or three weeks ago some

sales were being made at under 3.50 cents, and this continues, but the cases are localized, and the market in general is hardly to be quoted at less than 3.50 cents minimum.

Old Metals.

Wholesale quotations in the Chicago district, which should be considered as nominal, are as follows: Old steel axles, \$16.75 to \$17.25;

old iron axles, \$23.50 to \$24.00; steel springs, \$18.50 to \$19.00; No. 1 wrought iron, \$13.50 to \$14.00; No. 1 cast, \$16.00 to \$16.50, all per net tons. Prices for non-ferrous metals are quoted as follows, per pounds: Light copper, 8 cents; light brass, 5 cents; lead, 5 cents; zinc, 3¼ cents, and cast aluminum, 14½ cents.

Pig Iron Output So Far Fails to Show Trade Recovery—Curtilment in Production Subsiding.

Chicago Sellers Are Talking of Higher Prices, However—Some Inquiries Received at Birmingham.

WHILE the steel and iron industry continues to show moderate improvement, there is little thus far in the situation of this basic industry to indicate any immediate, any marked revival in general trade. Particularly pig iron production, which is a traditional "business barometer," is not foreshadowing business recovery, as it did in 1921 and 1915, following periods of depression.

Pig iron output last month was 1,784,899 tons, marking the smallest daily average for any month since January, 1922, a decline of nearly 15 per cent from June and less than half of the output of July, last year. Furthermore, output at the end of last month was nearly 4 per cent below the July average.

"So low a rate of iron output being out of line with present consumption," the *Iron Age* says, "August is expected to arrest the decline, if it does not bring an upturn. The note of improvement still comes from steel selling centers and is expressed in better demand for certain products and slight increases in rolling mill operations. Operations at 45 per cent of capacity is a fair estimate for the whole industry.

"Structural work is still the backbone of the industry. Nearly 37,000 tons of fabricated structural steel work were let in the week, well up to the high rate of the preceding weeks. Fresh inquiries totaled 16,500 tons and an unusually large amount is

about to come, particularly in the east."

"Curtilment of pig iron production gradually is subsiding as indicated by the figures for July," says the *Iron Trade*, "which, while 14.6 per cent lower, make a better showing than the declines of 20 per cent in June and 21 per cent in May. Furthermore, in the shifting of furnaces more new capacity came into action than in any of the preceding three months. It is doubtful, however, whether August will turn the tide. Production in July was at the rate of 21,000,000 tons annually, as against a rate of 40,800,000 tons in March. The July output of 57,541 tons daily, was the lowest since January, 1922, and represented a loss of 48.5 per cent from the high point of the year in March. Total production in July was 1,783,778 tons, compared with 2,022,836 tons in June, a loss of 239,058 tons. Active furnaces at the end of July had fallen to 146, a loss of 12 from June."

The reward of business for service rendered is a fair profit plus a safe reserve, commensurate with risks involved and foresight exercised.

Contracts and undertakings, written or oral, are to be performed in letter and in spirit. Changed conditions do not justify their cancellation without mutual consent.

Uniform, Collar Adjustable.	
5-inch	Doz. \$2 00
6-inch	Doz. 2 10
7-inch	Doz. 2 60
WOOD FACES—50% off list.	

FENCE.	
Field Fence	61 1/4%
Lawn	63%

FILES AND RASPS.	
Heller's (American)	50-10%
American	60-10%
Archie	50%
Black Diamond	40-10-50%
Eagle	50%
Great Western	50%
Kearney & Foot	50%
McClellan	50%
Nicholson	50%
Simonds	60%

FIRE POTS.	
Ashton Mfg. Co.	
Complete line	
Firepots and Torches	52%

Otto Bernz Co.	
No. 1 Furn. Gasolene with large shield, 1 gal.	\$ 6 75
No. B Furn. Kerosene, 1 gal.	15 12
No. 10 Brazier, Kerosene or Gasolene, 10 gals.	47 52
No. 5 Torch, Gasolene or Kerosene, 1 pt.	7 92
No. 33 Torch, Gasolene, 1 quart	5 40
No. 85 Torch, Gasolene, 1 pint	4 05

Clayton & Lambert's.	
East of west boundary line of Province of Manitoba, Canada, No. Dakota, So. Dakota, Nebraska, Kansas, Oklahoma, Arizona, San Angelo and Laredo, Texas	52%
West of above boundary line	48%

Geo. W. Diener Mfg. Co.	
No. 02 Gasolene Torch, 1 qt.	\$ 5 55
No. 0250, Kerosene or Gasolene Torch, 1 qt.	7 50
No. 10 Tinner's Furn.	12 60
Square tank, 1 gal.	12 60
No. 15 Tinner's Furn.	12 60
Round tank, 1 gal.	12 60
No. 31 Gas Soldering Furnace	8 60
No. 110 Automatic Gas Soldering Furnace	10 50

Double Blast Mfg. Co.	
Gasolene, Nos. 25 and 35	60%

Quick Meal Store Co.	
Vesuvius, F.O.B. St. Louis	30%
(Extra Disc't. for large quantities)	
Chas. A. Hones, Inc.	
Buzzer No. 1	\$ 9 00
" " 2	12 00
" " 22	13 50
" " 42	15 00
" " 43	19 00

FREEZERS—ICE CREAM.	
Peerless and Alaska	
1 quart	\$2 95
2 quart	3 45
3 quart	4 10
White Mountain	
1 quart	\$4 85
2 quart	5 65

GALVANIZED WARE.	
Palls (Competition), 8 qt.	\$1 95
10-qt.	2 20
12-qt.	2 40
14-qt.	2 75
Wash tubs, No. 1	\$6 35
No. 2	7 00
No. 3	8 00

GARAGE DOOR HARDWARE.	
Stanley	All net

GAUGES.	
Marking, Mortise, etc.	Nets
Wire	
Disston's	25%

GIMLETS.	
Discount	65% and 10%

GLASS.	
Single Strength, A and B.	
all sizes	83 & 35%
Double Strength, A, all sizes	84%

GREASE, AXLE.	
Fraser's	
1-lb. tins, 25 to case.	per case \$ 4 70
2-lb. tins, 24 to case.	per case 7 80
5-lb. tins, 12 to case.	per case 7 20
10-lb. tins, per dozen	10 40
15-lb. tins, per dozen	13 80
25-lb. tins, per dozen	19 80

HAMMERS, HANDLED

All V. and B.	
Each, net	
Blacksmith's Hand, No. 0,	26-oz. \$0 87
Engineers' No. 1, 26 oz.	37
Farrier's, No. 7, 7-oz.	30
Machinists', No. 1, 7-oz.	64

Nail.	
Vanadium, No. 41, 20-oz.	each 1 42
Vanadium, No. 41 1/2, 16-oz.	each 1 42
V. & B., No. 11 1/2, 16-oz.	each 92
Garden City, No. 11 1/2, 16-oz., each	69
Tinner's Riveting, No. 1, 3-oz., each	71
Shoe, Steel, No. 1, 13-oz. each	71

Tack.	
Magnetic.	
No. 5, 4-oz., each	78

HAMMERS, HEAVY.

Farrier's, No. 10, 10-oz.	\$1 01
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HANDLES.

Axe.	
Hickory, No. 1....per doz.	4 00
Hickory, No. 2....	3 00
1st quality, second growth	6 00
Special white, 2nd growth	5 00

Chisel.	
Hickory, Tanged, Firmer assorted	per doz. 55c
Hickory, Socket, Firmer, Assorted	per doz. 70c

File	per doz. \$1 20
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Hammer and Hatchet.	
No. 1 per doz.	\$0 90
Second Growth hickory, per doz.	1 50

Soldering.	
Per doz.	\$2 40

HANGERS.

Conductor Pipe.	
Milcor Perfection Wire	25%

Eaves Trough.	
Steel hangers	30%
Triple Twist wire	10%
Milcor Eclipse Wire	20%
Milcor Triplex Wire	15%
Milcor Milwaukee Extension	15%
Milcor Steel (galv. after forming) List plus	12 1/2%
Milcor Selflock E. T. Wire, List plus	40%

HASPS.

Hinge, Wrought, with staples.	Net
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HATCHETS.

V. & B. Supersteel.	
Each	
Broad, No. 1, 24-oz.	\$1 53
Half, No. 1, 15-oz.	1 33
Half, No. 3, 27-oz.	1 44
Claw, No. 1, 19-oz.	1 38
Flooring, No. 1, 20-oz.	1 53
Shingling, No. 1, 17-oz.	1 28
Lathing, No. 1, 14-oz.	1 28
Lathing, No. 2, 17-oz.	1 33

Vanadium Steel.	
Half, No. 2, 22-oz.	\$1 04
Underhill Pattern Lathing, 9 row, 19-oz.	2 14

HINGES.

Heavy Strap, in Bundles.	
4 inch, dozen pra.	\$1 26
5 " " " "	1 74
6 " " " "	2 12
8 " " " "	3 54
Extra Heavy T in Bundles.	
4 inch, dozen pra.	\$1 90
5 " " " "	3 01
6 " " " "	3 52
8 " " " "	4 30

HOES.

Garden	net
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HOOKS.

Box.	
V. & B. No. 1, each	\$0 26
Conductor.	
Milcor	
"Direct Drive" Wrought Iron for wood or brick	15%

Hay.	
V. and B. No. 1, each..	25

Bar Meat.

V. and B. No. 26, 1/4".	each 09
V. and B. No. 28, 1/2"	each 16

Screw Meat.	
V. & B. No. 2, per gro.	7 15

Butchers' "S."	
V. & B. No. 6, each	09
V. & B. No. 8, each	13

HOSE.

Per Ft.	
1/2-in. 2 ply molded..	12c
1/2-in. cord	3 1/2c to 10c
1/2-in. wrapped	14c

HUMIDIFIERS.

"Front-Rank," Automatic.	
In single lots	50%
In lots of 10 or more	50-5%
In lots of 25 or more	50-10%
Vapor pans, etc., each	50%

IRONS.

Sad.	
Genuine Mrs. Potts, nickel plated, per set	\$1 55
Asbestos No. 70, per set.	2 10
Asbestos No. 100, per set.	2 30
E. C. Stearns'.	
No. OA Corner, doz. sets.	\$2 50
No. OB	2 75

Butcher.	
Beechwood Handles, 6-inch blade	25%
Beechwood Handle, 7-inch blade	25%
Beechwood Handles, 3-inch blade	25%
Cooper's Hoop	25%

Drawing.	
Standard	25%
Adjustable	25%
Barton's Carpenters'	25%

Hay.	
Iwan's Solid Socket	25%
Heath's	25%
Iwan's Sickle Edge	25%
Iwan's Imp'd Serrated	25%

Hedge.	
Challenge	25%
Disston's No. 1	25%

Putty.	
Common	25%
Lander's	25%

Scraping.	
Beech Handles	25%
Lander's	25%

Door.	
Mineral	per doz. \$2 00
Porcelain	2 00
Jet	2 00

LADDERS.

Step.	
Common, per ft.	25c
Common, with Shelf, add 10c	
IXL	34c
Challenge, 6 to 9 ft.	55c
10 to 16 ft.	60c
Kant-Break, per lineal ft.	75c

LANTERNS.

Per doz.	
Monarch tin, hot blast	\$ 8 25
Dietz No. 2 cold blast	13 00
Best tubular	8 25
Competition lanterns No. 6 tubular	6 90

LAWN MOWERS.

12-inch	\$5 20
16-inch	5 85

Ball Bearing.	
4 blade, adjustable bearing.	
14"	\$5 20
16"	7 50

LEATHER BELTING.

From No. 1 Oak Tanned Butts.	
Extra heavy, 18-oz.	35%
Heavy, 16-oz.	40%
Medium, 14 1/2-oz.	40%
Light, 13-oz.	50%

LEATHER LACING.

Cut, strictly No. 1	45%
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LEVELS.

Disston, No. 28 Asst.	\$22 00
" No. 18, 30 in., each	1 38
" No. 22, 24 in., each	2 40
" Shafting, 6 in.	19 80
" " 5 in. gr. glass	24 20
" No. 1 Asst.	5 75
" No. 2 Asst.	12 40
" 24-26 in., each	1 02
" 28-30 in., each	1 00

LIFTERS.

Stove Cover.	
Coppered	per gro. \$6 00
Alaska	4 75

LOCKS.

Barn Door.	
No. 60 Stearns'.	per doz. \$11 00
No. 80	20 00

MALLET.

Carpenters'.	
Fibre Head No. 2, per doz.	\$12 00
" No. 3,	15 50
" No. 3 1/2,	30 50
Round Hickory, per doz.	\$2.0
Tinner's.	
Hickory	per doz.

MATS.

Door.	
National Rigid	5 & 10 &
Acme Steel Flexible	

MITRES.

Galvanized steel mitres, and caps, end pieces, outlets.	
Milcor	30%
Galv. one piece stamped	70%

MOFS.

Cotton, Star (Cut Ends).	
Pounds 12' 15' 18' 24'-3-oz.	
Per doz. \$4 00 4 35 5 50 7 00	
Enterprise	16 1/2%
Parker	50 & 5%

NAILS.

Cut Steel	\$4 55
Cut Iron	4 55
Wire.	
Common	3 65
Cement Coated	3 00

NETTING, POULTRY.

Galvanized before weaving	45-10%
Galvanized after weaving	45%

NIPPERS.

Nail Cutting.	
V. & B. No. 30	75c
Double Duty.	
V. & B. No. 64	\$1 00

NOZZLES.

Hose.	
Diamond	per doz. \$5 75
Magic	9 50

OILERS.

Chase Pattern.	
Brass and Copper	10%
Zinc Plated	40 & 5%

Railroad.	
Brass	20 & 5%
Coppered	50 & 5%

Steel.	
Copper Plated	70 & 5%

OPENERS.

Delmonico.	
per doz.	\$1 30
Never Slip	40

Crane.	
V. & B., per doz.	\$7 25-11 00